

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
SOUTHERN AND
MIDWESTERN STATES

PASS IT ON!

OWNER

GEN. MGR.

SERV. MGR.

PARTS MGR.

FOREMAN

SHOP

December, 1951

UNPRECEDENTED DEMAND FOR
"2 IN 1" CHROME SETS MET BY
EXPANDED PRODUCTION FACILITIES!

IT TOOK US NINE MONTHS to catch up to the ever-increasing demand for Perfect Circle's 2-in-1 Chrome Set. Popularity like that is a testimonial no one can doubt!

MECHANICS LIKE THE NEW IDEA of selecting the spring pressure best suited to the engine after they look at the cylinders. They like the double protection of solid chrome on both the top compression and oil rings.

THEY LIKE the smooth, instantly responsive feel of an engine equipped with 2-in-1. And most of all, they like the unqualified, complete customer satisfaction now recognized as a part of each 2-in-1 installation.

YES, MECHANICS LIKED 2-IN-1 so much that they couldn't obtain them every time they ordered. If you were disappointed, we are sorry. But, now, with our expanded production and shipping facilities it is possible for you to obtain 2-in-1 Sets every time—on time.

Perfect Circle

PISTON RINGS



The Standard of Comparison

I'll say the Factory Fresh Package sells fan belts!

"I'm Ty Abel, owner of Ty Abel Super Service at Wayzata, Minnesota. We've doubled our belt sales since we changed over to Durkee-Atwood *Factory Fresh* V-Belts last May."

"Things began to happen right after we put up those good-looking sealed packages. Customers noticed them, and asked about them. But what surprised me most was that all of us got belt-conscious. When a car came in, up would go the hood for a belt check-up. This routine inspection now sells better than a belt a day. Those *Factory Fresh* packages just keep reminding us that we're in the belt business."



This is a typical *Factory Fresh* success story. You, too, can have the cleanest, freshest stock of belts in town with Durkee-Atwood *Factory Fresh* V-Belts, in the plastic-sealed package

that protects and guarantees quality, provides complete specifications and handy cross-reference listings for your convenience in making installations. The Durkee-Atwood change-over program even provides a "beauty-treatment" for your old belt stocks. For complete details, fill in and mail the coupon at the bottom of the page!

Mail this coupon today!

Durkee-Atwood Co., Dept. SA 12, Minneapolis 13, Minn.
Gentlemen: I'm interested in a bigger, more profitable belt
business. Tell me more about your *Factory Fresh* V-Belt pro-
gram and its opportunities for me.

Name _____
Firm _____
Address _____ State _____
City _____

**DURKEE-ATWOOD
COMPANY**

MINNEAPOLIS 13, MINNESOTA

MANUFACTURERS OF V-BELTS, RUBBER
AND CHEMICAL PRODUCTS SINCE 1910

PERMATEX TOON-OYL

for....

IMPROVED ENGINE PERFORMANCE

THREE PRODUCTS IN ONE



1 CLEANS GUMMED WORKING PARTS

Permatex Toon-Oyl quickly dissolves carbon-gum deposits, frees sticky valves and rings and leaves the working parts of an engine clean...free to deliver full power and peak performance.

2 ELIMINATES EXCESSIVE WEAR

As proven by latest independent research findings, acid and corrosion cause up to 90% of all engine wear. Permatex Toon-Oyl is specially formulated to retard this chemical action and afford maximum protection against its harmful effects.

3 INCREASES POWER

Permatex Toon-Oyl's high quality is represented by its film strength of 30,000 lbs. This added protection eliminates wall drag, increases gas mileage and adds power by forming a protective coating on all working parts.

For Full Power... add one quart of Permatex Toon-Oyl to regular crankcase oil. You'll feel the improvement...fast!

PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1951

Wears uniformly...



WAGNER CoMaX BRAKE LINING requires less frequent adjustments

Take a tip from CoMaX users who can speak from experience — your customers will get more mileage before relining is necessary when you use CoMaX Brake Lining. It does not compress under brake pressure or deteriorate with age. It is made of special uniform-textured material with no abrasive elements to score drums.

You can get *complete coverage* in CoMaX

sets, rolls, blocks, cut segments or slabs,— and lined shoes — riveted or bonded — all from one dependable source—your Wagner Jobber. You can depend upon Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. Consult your nearest Wagner Jobber, or write us. Ask for Bulletins HU-17 and HU-197 . . . "Tips for Better Brake Service"—free on request.

Wagner Electric Corporation
6362 PLYMOUTH AVE. • ST. LOUIS 14, MO.
(Branches in Principal Cities and in Canada)

Wagner

*...the best known
name in brake service*

SOLOMAG HYDRAULIC BRAKE PANTS and FLUID • NoRel • CoMaX BRAKE LINING • AIR BRAKES
TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE BRAKES

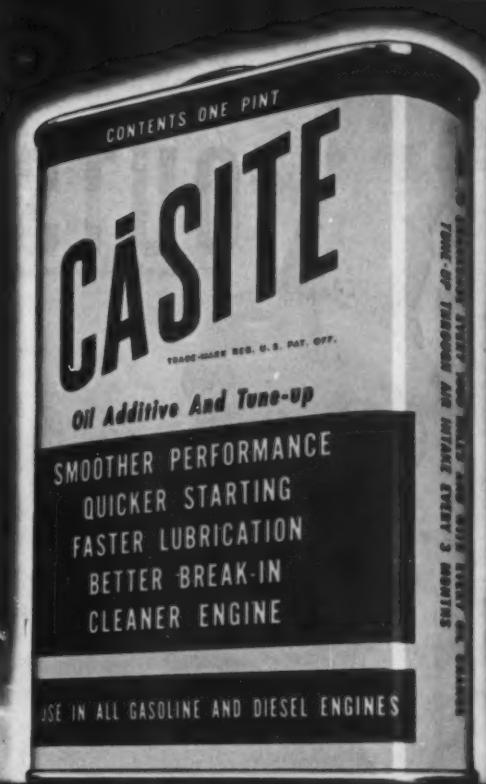
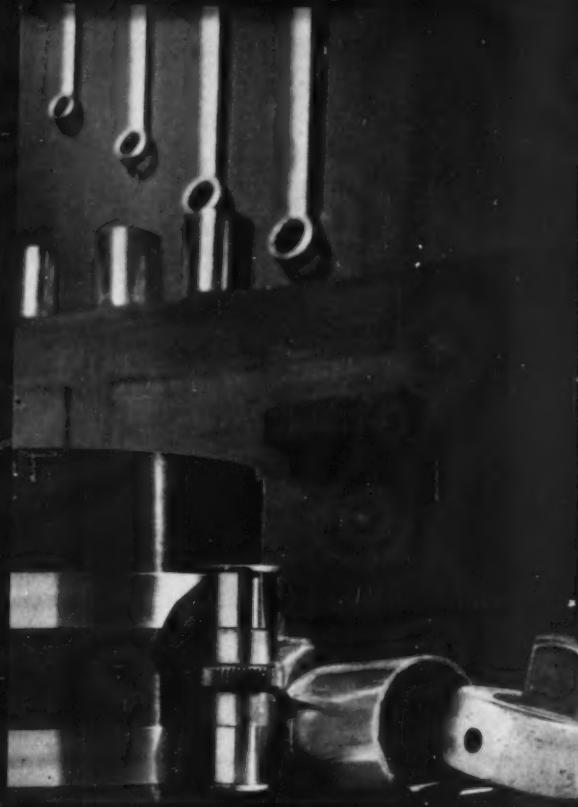


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Volume 31

Number 12



One Tool THAT DOES A DOZEN JOBS

• Just list them—you'll find Casite solves a dozen engine problems. It corrects minor troubles, prevents major troubles, gives the quickest, easiest tune-up you've ever offered.

A recent nationwide survey shows that most motorists buy Casite for five reasons: (1) to free sticky valves, (2) to eliminate gum and sludge, (3) to tune up the motor, (4) to break in a new car, and (5) for quick starting in colder weather.

And these are only a part of the Casite story. More important, perhaps, is the fact that Casite is an amazing oil-carrier. Even finest motor oil is "cold" and slow when

the engine is first started—it must warm up to 210°F before it gets around efficiently. Casite makes that slow oil move fast—actually speeds the flow of No. 10 oil 20.6% at 75°F, more when the engine is colder. Yet when the engine warms up, oil returns to normal-range viscosity. Casite gets enough oil to the right places at the right time—for long and economical engine life.

Push Casite today and everyday—for every engine, all the time. Put a pint in the crankcase with every oil change. Run a pint through the air-intake, or put a pint in the gas tank, every 1000 miles. Top off every repair job with Casite—the handiest tool on your bench.

CASITE DIVISION, HASTINGS MANUFACTURING CO. • HASTINGS, MICHIGAN

CASITE • drouit • PISTON RINGS • SPARK PLUGS • OIL FILTERS

★ NATION'S NO. 1 OIL ADDITIVE

★ NO. 1 PROFIT-MAKER, TOO



OUTSELLS *because*



IT EXCELS

In Performance and Dependability

. . America's favorite Spark Plug
for over a Quarter Century



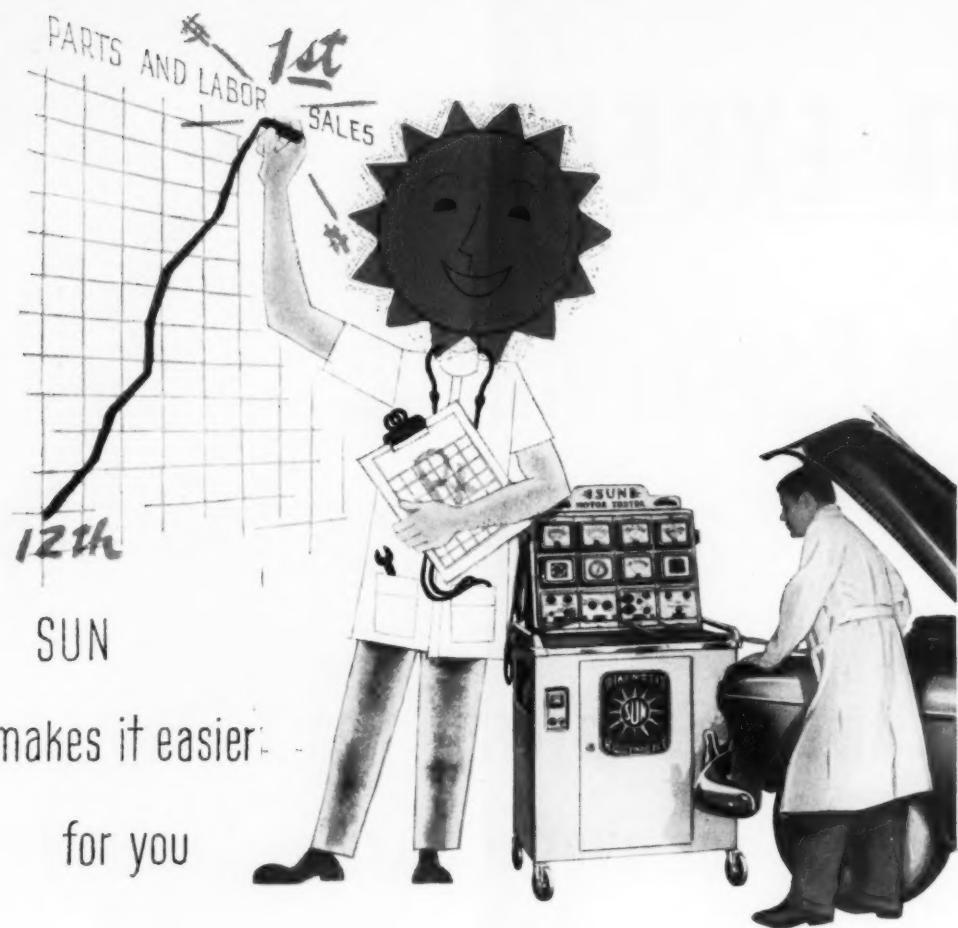
CHAMPION

BE A CHAMPION DEALER *IT PAYS!*

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over ABC network

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1951



SUN
makes it easier
for you

... to increase parts and labor sales

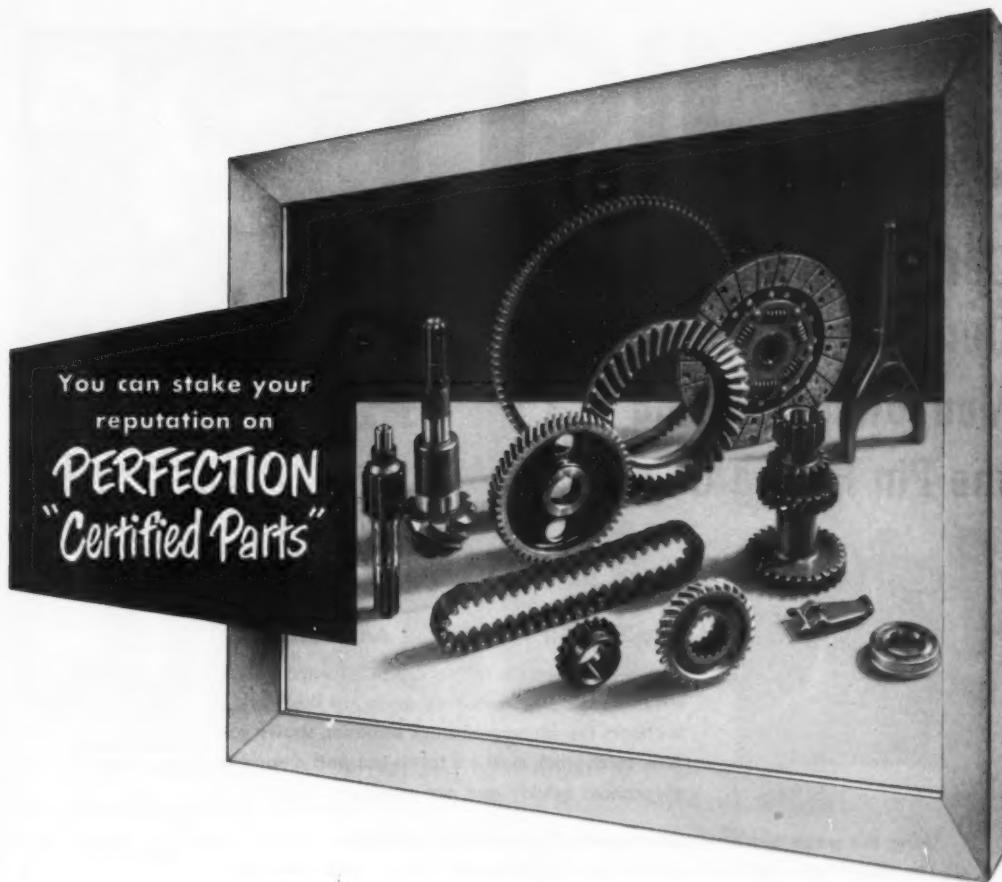


From twelfth place to first place in sales and service among sixty-one dealers in his region! That's the report of a car dealer who recently installed a SUN Scientific Diagnosis Department. This dealer showed 58% increase in parts and labor sales. Similar reports are received daily from car dealers and independent repair shop owners all over the nation.

One out of every three cars coming into your shop needs work which can best be detected by Scientific Diagnosis. This is the proven way to increase parts and labor sales.

Tell us the number of cars you service per month. We'll tell you how shops your size are increasing their business with SUN Diagnosis Equipment. Write TODAY—there is no obligation.

ELECTRIC CORPORATION 6331 AVONDALE AVENUE
CHICAGO 31, ILLINOIS



You'll find it good business to install PERFECTION Certified Replacement Parts. The low installation cost wins the favor of your customers, and the dependable performance of these products makes your customers real boosters for you.

Behind the parts constituting this great line are over 30 years of PERFECTION manufacturing achievement. This important "know-how", the use of the finest materials, heat treating under scientific control, precision accuracy and rigid inspections throughout production—all contribute to furthering the fine reputation accorded PERFECTION products.

There is a PERFECTION jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.

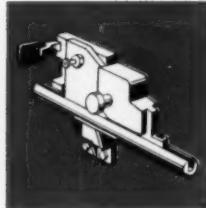


Perfection Gear Company
Harvey, Illinois

PERFECTION PRODUCTS INCLUDE: Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cover Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

SUNNEN Owners:

Get the Most
Out of Available
Manpower by Using
the Pin Fitting Gage



You Can Fit Pins Twice As Fast

with the Sunnen Pin Fitting Gage as without it. It's the handiest gage ever made for this work. It checks the amount of stock removal, shows you how much stock must be taken out and measures clearances quickly and accurately.

Using this gage eliminates time-wasting "cut and try" methods. You spend your time honing instead of checking the size . . . and when the job is done, you have a measured oil clearance.

In addition, the Sunnen Pin Fitting Gage helps prevent going oversize — saves scrapping of bushings. The gage is easy to set, easy to use. No micrometers or other gages are needed.

Get the complete story on the benefits of using this gage in Sunnen's new booklet, "Sunnen Service Hints."

SUNNEN Products:

Bushing Grinders • Cylinder Grinders • Crankshaft Grinders •
Bearing Sizers • Rod Aligners • Service Tools

*This series of advertisements is designed to help users of Sunnen equipment conserve materials and manpower.

Get your free copy from your Sunnen Jobber or write direct.



SUNNEN PRODUCTS COMPANY

7913 Manchester Ave., St. Louis 17, Missouri • Canadian Factory: Chatham, Ontario

STOP OIL?

No Not Completely!

A set of rings that stops *all* oil consumption usually is drying up the cylinder wall, and excessive wear will result sooner or later.

MOOG PISTON RINGS CONTROL OIL!

A certain amount of oil is needed to seal the top rings against blow-by. Mechanics should insist on rings that *control* oil, which will mean *minimum oil consumption with maximum Full Power*.

A South Dakota garage man with thirty years experience tells what he thinks about Moog Rings:

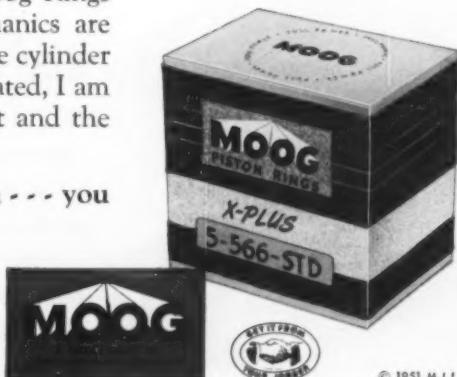
"I have used practically every brand of popular piston rings. To sum it up, I actually believe that with the speed that the present day car is driven, Moog Rings have solved one of the problems we mechanics are faced with today, i.e., to properly lubricate the cylinder wall with the least consumption of oil. As stated, I am expressing my experience on cars in the past and the result of a good product now."

You don't want to stop oil consumption - - - you want to control oil consumption.

That's why MOOG Piston Rings are America's Fastest Growing Ring Line.

MOOG PISTON RING CO. ST. LOUIS 14, MO.

Division: MOOG INDUSTRIES, INC.



There are
profits for you
in these
top automotive
lines



LAWRENCE M. HIRSIG & CO.
AMERICAN NATIONAL BANK BLDG.
JACKSONVILLE 7, FLORIDA

You can
depend on the
lines in this
folder...

and on the men who carry it!

They are Automotive lines that give you finest quality, greater value and quick turnover. They are produced by basic manufacturers and backed up by outstanding merchandising programs. The Hirsch Organization is made up of a total of 43 men and women trained and experienced in the automotive industry—prepared to render a complete automotive sales service in the South.

FITZGERALD

Metallic Aluminum-Fused-Oxide Steel Asbestos

GASKETS*

Rugged All ways



* Service Mark Registration Pending



Combining strength and flexibility of specially soft-annealed steel . . . aluminum's resistance to rust and corrosion . . . and a filler of top quality asbestos . . . Fitzgerald gaskets give a *lasting* perfect seal under the tough punishment modern high compression engines deliver. Users who've ended a series of costly gasket failures by switching to Fitzgeralds swear by them. You will, too.

also
GREASE RETAINERS • CORK GASKETS
FITZ-RITE TREATED FIBER GASKETS FOR OIL,
GASOLINE AND WATER CONNECTIONS
COMPLETE SETS
FOR MOTOR REBUILDERS

FITZ GERALD
Gaskets
SINCE 1906

THE FITZGERALD MANUFACTURING CO.
Torrington, Connecticut

Canadian Fitzgerald Ltd., Toronto, Canada • Branch and Warehouse, Los Angeles, California

get BOWER

from
your

ROLLER BEARINGS

The roller bearing line that gives you both
tapered and straight roller bearings!

FEDERAL-MOGUL

Bower roller bearings are best for service, for two BIG reasons—the good names behind them.

BOWER is a famous original equipment name, even in the jet engine league—where you've *got* to be good. Similar high-precision roller bearings equip passenger cars, trucks, buses and tractors.

FEDERAL-MOGUL SERVICE means availability—*now*—to mechanics everywhere. Bower and Federal-Mogul combine in a top-quality, top-coverage roller bearing service for *you*. Get Bower roller bearings from your Federal-Mogul Jobber!

FEDERAL-MOGUL SERVICE

Division of Federal-Mogul Corporation

DETROIT 13, MICHIGAN

Jobber



No more fumbling!

---just snap them on

NO ADAPTORS

Trico's new soft-rubber blades fit ALL windshields on ALL cars up to 20 years old

● Now, for the first time in automotive history, it's a 3-second job to snap new wiper blades into place!

Coast-to-coast television and radio are sending customers your way, asking for the new and better Trico soft-rubber Blades...the soft-rubber blades that float, flex and hug the glass to give the cleanest wipe ever seen.

And YOU quickly can sell every one of them from a simple, compact stock. Trico Rainbows fit ALL curved 'shields; Triple Actions fit ALL flat 'shields on cars up to 20 years old!

D-101 EYE-OPENER Counter Display Package...puts you "in business" for a few dollars. Contains 10 Triple Actions; 2 Rainbows.

D-102 METAL STOCK ORGANIZER CABINET. Your Trico Jobber will provide you with this handsome metal counter or shelf Stock Organizer Cabinet and stock it with an inventory balanced to meet your requirements...as part of a complete service of sales helps which cash in on Trico's record-breaking national advertising program.

TRICO PRODUCTS CORP., BUFFALO 3, N. Y.



TRICO
Triple Action
and
Rainbow Wiper Blades

*Take this
Number...*

18

MILLION

That's your *pre-sold replacement market* for Moraine Engine Bearings . . . the dependable, long-lasting *original equipment* bearings on 18 million GM cars and trucks in use.

TOTAL:

20

add

MILLION

That's how many *additional prospects* you have for Moraine Engine Bearings. Moraine now makes replacement bearings for most of America's motor vehicles.

38,000,000
prospects for Moraine Engine Bearings

Stock Moraine Engine Bearings and get your share of this great market. Be ready to supply top-quality replacement bearings to automobiles that come your way.

The Bearing High Compression Demanded

DUREX-100

Original Equipment on Cadillac, Buick, Oldsmobile, G. M. C., and other leading makes of cars and trucks.

DUREX-100 is the entirely new engine bearing that's built for today's high-speed, high-compression engines. DUREX-100 is extra tough, made to withstand the tremendously increased loads imposed by today's stepped-up designs. DUREX-100 adds owners of high-compression engine cars to your list of pre-sold replacement prospects.



THE MATRIX MAKES THE DIFFERENCE

Steel-backed middle layer (or matrix) of porous copper-nickel bonds mechanically and metallurgically with babbitt overlay to give increased embedability and greater resistance to fatigue.



Order MORaine
Engine Bearings Now From Your
UNITED MOTORS DISTRIBUTOR

MORAINÉ PRODUCTS

DIVISION OF GENERAL MOTORS
DAYTON, OHIO



"Here in Lansing we've closely watched the swing to Auto-Lite and its famous spark plug line. Auto-Lite has consistently offered my dealers more in promotion, more in new and better sales leaders. It's by far the most active line on the market."

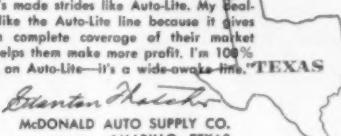
C. E. Phillips

PRESIDENT
PAUL AUTOMOTIVE
LANSING, MICHIGAN



"Can't say I've ever seen a spark plug line that's made strides like Auto-Lite. My dealers like the Auto-Lite line because it gives them complete coverage of their market . . . helps them make more profit. I'm 100% sold on Auto-Lite—it's a wide-awake line."

Stanton Fletcher
McDONALD AUTO SUPPLY CO.
AMARILLO, TEXAS



FROM BORDER TO BORDER JOBBERS ARE SAYING:

When you add the total score AUTO-LITE is the line

...because Auto-Lite gives you the only complete line of spark plugs for maximum sales!

Plus the best advertised name in the automotive after-market — sensational, big-time radio and television "Suspense" shows — colorful national ads in America's leading publications — exclusive AAA tie-in — coast to coast highway signs — a big, ready-made market of Auto-Lite equipped cars — sure-fire promotion and tie-in material — everything needed to draw new customers in—make 'em buy.

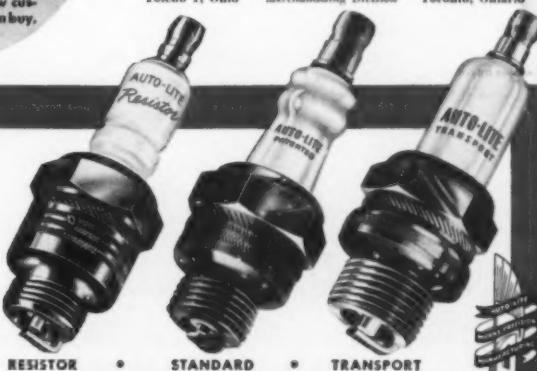
You'll find it pays to be an Auto-Lite Registered Service Dealer (RSD) . . . pays in sales . . . in volume . . . in maximum profit. Only Auto-Lite gives you a complete spark plug line—the Standard Spark Plug, ignition engineered to give unbeatable performance . . . the Transport Spark Plug for lowest cost per mile of spark plug operation in heavy-duty service . . . the Resistor Spark Plug with new advantages. Capitalize on this profit-making deal that only Auto-Lite offers. See your jobber or write to

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1, Ohio Merchandising Division Toronto, Ontario

AUTO-LITE SPARK PLUGS

Auto-Lite Spark Plugs—Patented U.S.A.

All 3 have been selected by leading automotive engineers as original factory equipment on millions of America's finest cars, trucks and tractors.



**CONSISTENT
NATIONAL ADVERTISING**
in great mass magazines
like the Saturday Evening
Post, makes CASCO a
familiar name to your
customers.

POST

CASCO VIS-O-LITE
THE FIRST AND ONLY LIGHTER
WITH AN ILLUMINATED WELL!

Terrific demand for this
most modern of automatic
pop-out lighters. Light
from dashboard well
guides hand back swiftly
and safely.

No. L-31 LIST \$2.85



CASCO FAN HUB REPLACEMENT ASSEMBLY
TREMENDOUS NEW MARKET EVERY DAY

Worn out fans of every make are replaced daily with the
reliable CASCO Fan Hub Assembly. Merchandising pack-
age includes 6 Fan Hub Assemblies — each 3 mounted on
display card.

No. F-14 LIST \$2.65

DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY

CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONNECTICUT

Southeast Rep: LAWRENCE M. HIRSIG & CO.,
American National Bank Bldg., Jacksonville 7, Fla.

Southwest Rep: HIRSIG-FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

CASCO ...makes a
winter wonderland
of Sales!



CASCO SPOTLIGHTS

FINEST MADE! INNER CONTROLLED!

Powerful sealed-beam light turns in a
complete circle. Smart, streamlined
design... heavily chrome-plated.

JUNIOR: No. 540 Thru-the-Door LIST \$11.50
No. 533 Thru-the-Door \$18.00

STANDARD: No. 541 Thru-the-Post LIST
No. 534 Thru-the-Door \$18.50

(Standard Models also available for 12 volts)

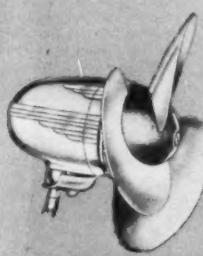


CASCO GLASS WINDSHIELD DEFROSTER

SAFE! SURE! PROFITABLE!

Exclusive Switch Control plug provides
positive "on and off" heel control. De-
froster, 8" x 16", works wonders in sleet,
ice, snow and fog.

No. A-15 for 6 Volt Systems LIST \$4.10
No. A-16 for 12 Volt Systems LIST \$4.60



CASCO 2-SPEED 6"
RUBBER-BLADED AUTO FAN

QUIET! DEPENDABLE!

Fans have chrome-plated metal trim and
swivel arm. Motor case is die-cast, has
universal mounting brackets for quick,
easy installation.

No. F-11 (6 Volt) LIST \$8.75
No. F-12 (12 Volt) LIST \$9.75



DELCO HEAVY-DUTY SHOCK ABSORBERS

For Heavy-Duty Passenger Car Service

Delco heavy-duty shock absorbers are tough to beat no matter how you look at it.

Take quality, for example. Delco shock absorbers are precision-made units that assure balanced ride control even under severe operating conditions.

Take durability. These new Delco shocks are specially designed for rugged duty . . . built to absorb the jars and jolts of the roughest roads for years on end.

Be profit-wise and recommend Delco heavy-duty shock absorbers for all cars used in heavy-duty service. You can quickly and easily replace the shock absorbers of most late-model cars and many older models with these new extra-rugged units—no drilling or special brackets required. Available now for 14 passenger car makes.



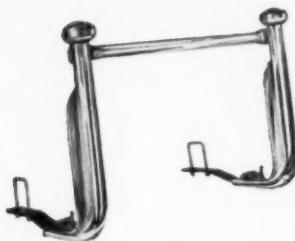
Delco Heavy-Duty Shock Absorbers are packaged in pairs, for better merchandising. (Car application data on the label.)



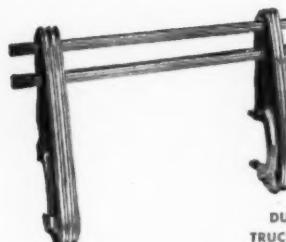
DELCO SHOCK ABSORBERS—
A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

DELCO
HYDRAULIC SHOCK ABSORBERS

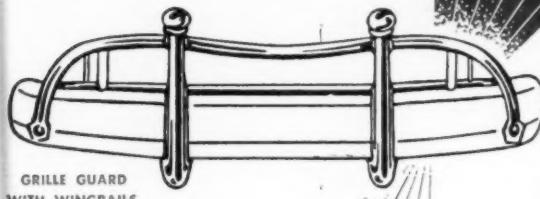
ENGINEERED



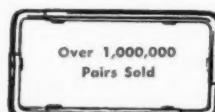
GRILLE GUARD
TRUNK GUARD



DUAL RAIL
TRUCK GUARD



GRILLE GUARD
WITH WINGRAILS



ADJUSTABLE
LICENSE PLATE
FRAME

CELO GRILLE GUARDS

• • • FOR MORE
ADJUSTABLE
PROFITS
PROTECTION
FINEST QUALITY
CUSTOM STYLING
• • • EXTRA STRENGTH
GUARANTEED FINISH
EASY INSTALLATION

You want extra profits . . . your customers want the best protection for their cars. When you sell CELLO both you and the customer are satisfied, because Cello Grille Guards are specifically ENGINEERED to provide the finest protection money can buy.

Only top-quality materials and workmanship go into the making of Cello Guards.

Join the thousands of successful merchandisers who are now featuring Cello Grille Guards, and get your share of the extra profits the complete Cello line provides. Styles to fit all makes. 1946-1951.

For full information on Cello Guards and License Plate frames write to the factory today for FREE catalog pages and price lists.

your GUARD for life

Cello Products Co.

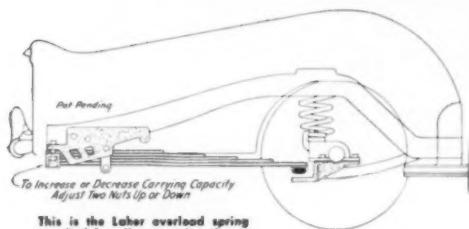
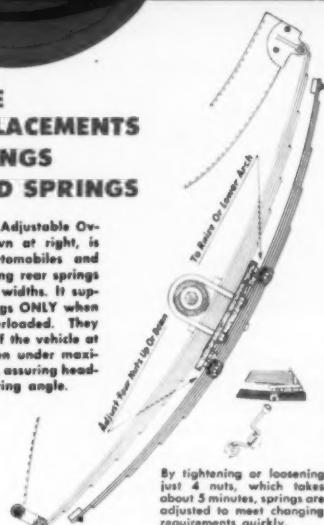
161 Prescott Street
East Boston 28, Mass.

Laher

LEADER IN SPRINGS
Since 1908

**LEAF TYPE
REPLACEMENTS
COIL SPRINGS
OVERLOAD SPRINGS**

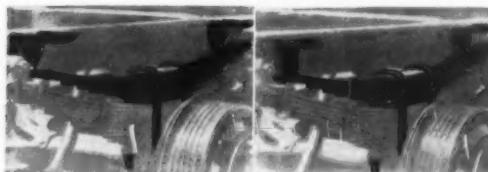
The Laher Universal Adjustable Overload Spring, shown at right, is suitable for all automobiles and trucks with underslung rear springs of $1\frac{1}{2}$ ", $1\frac{3}{4}$ " or 2" widths. It supports the main springs **ONLY** when the vehicle is overloaded. They maintain the body of the vehicle at the right height, even under maximum load conditions, assuring headlights at proper driving angle.



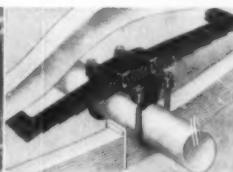
This is the Laher overload spring supplied for all cars with coil rear springs. Can be adjusted up or down in 5 minutes.



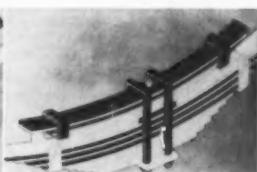
Laher manufactures both leaf type and coil replacement springs for all makes and models of automobiles and trucks. Inspect the LAHER springs on display in the store of your automotive jobber.



The truck overload spring shown above, Type 1, permits trucks of $\frac{3}{4}$ to 1 ton rated capacity to haul approximately 1800 pounds additional load without imposing undue strains on the equipment.



Truck Overload Spring, Type 2, is built for trucks rated from $\frac{3}{4}$ to 5 tons, permitting them to carry from 1800 to 10,000 pounds more, depending upon size of overload spring.



The Laher Overhead Spring, Type 3, is adaptable to some cars and $1\frac{1}{2}$ ton light delivery trucks with underslung main springs — gives them about 1800 pounds additional capacity.



MANUFACTURED BY

LAHER SPRING & TIRE CORP.

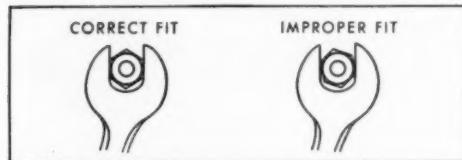
SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE
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KANSAS CITY, 1630 MCGEE ST. • FORT WORTH, 910 FLORENCE ST. • ATLANTA, 843 MEMORIAL DRIVE, S.E.
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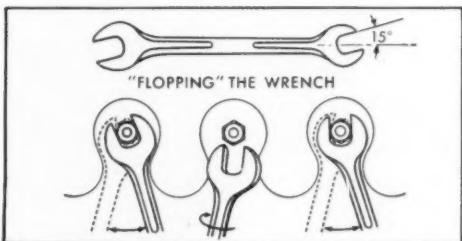
Memo to mechanics

How to do it right with WILLIAMS OPEN END WRENCHES

Wrench openings are designed to allow for commercial tolerances or variations in nut and bolt manufacture. However, in selecting the correct opening size, a minimum of play should exist between jaws of the wrench and flats of the nut. Too large an opening may slip under a hard pull and will tend to round the corners of the nut causing undue wear on the jaws of the wrench.



The openings of most open-end wrenches are at a 15° angle to the handle. This feature makes it possible to completely rotate hex nuts where swing is limited to only 30° by "flopping" the wrench. Always *pull* on a wrench unless of course there is no other choice. Pushing on a wrench is dangerous and may end in injury to the hands. Hammering on a wrench or slipping a pipe over the handle to increase leverage puts a strain on the jaws which they were not designed to take. This practice usually results in spreading the jaws beyond further use. Long handle or striking face wrenches should be used on frozen nuts or where nuts must be set extremely tight.

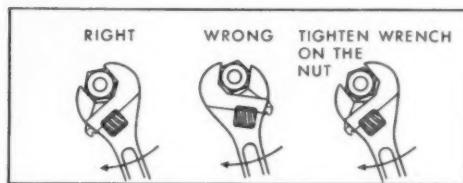


To insure maximum service from an adjustable wrench it is important that it be used in the correct

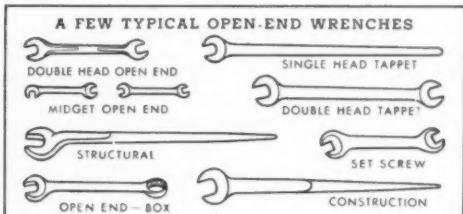
OPEN END, BOX, ADJUSTABLE & RATCHET WRENCHES; DETACHABLE SOCKETS & SETS; IMPACT SOCKETS; TOOL HOLDERS; LATHE DOGS; "C" CLAMPS; CHAIN PIPE TONGS & VISES; FLANGE JACKS; PLIERS; SCREWDRIVERS; PUNCHES & CHISELS; SOFT FACED HAMMERS; HOIST HOOKS; EYE BOLTS; ROD ENDS; CRANK & BALANCE HANDLES; THUMB SCREWS & NUTS; BODY & FENDER TOOLS.



manner. Always place wrench on the nut so that the pulling force is applied to the stationary or immovable jaw. The adjusting knurl should be tightened so that the jaws fit the nut snugly. Williams "Superjustable" Wrenches are available in sizes 4" to 24" with capacities up to 2-7/16".



Williams Wrench Lines offer over 1000 sizes with openings from 3/16" to 7-5/8" in a wide variety of patterns for many special purposes. All are drop-forged from selected steel and heat-treated for maximum strength.



Copies of this and other "Memos to Mechanics" are available free upon request.



J. H. WILLIAMS & CO., BUFFALO 7, N. Y. *Distributors Everywhere*

**It pays to tie up with the
Best Known, Fastest Selling Line-**

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FRAM
OIL • AIR • FUEL • WATER
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WORLD'S LARGEST

MANUFACTURER of oil, air, fuel and water filters for automotive, aeronautical, marine and industrial fields—that's Fram! Years of research, development and experience in actual service have produced the finest filtration equipment money can buy . . . and it's yours to recommend and sell, with confidence. See your Fram Distributor today!

FRAM CORPORATION, Providence 16, R. I.
In Canada: J. C. Adams Co., Ltd.,
Toronto, Ont.



MAKE MORE SALES with Fram. Fram Cartridges fit most every make oil filter on the market. Give your customers tops in performance. Keep their engines clean for plenty of extra trouble-free miles. Yes, Fram sales build your profit and customer goodwill. Selling Fram helps you nail those profitable extras, too. When you ask "How's your Oil Filter?" it gets you under the hood in the profit zone.



MOTORISTS KNOW FRAM! They've learned about Fram over the years, from giant billboards along key highways from coast to coast . . . from powerful advertisements in *Life*, *Saturday Evening Post*, *Collier's* and *Popular Science*. They've learned to rely on Fram for the best in filtration . . . over 15 million motorists now use Fram!

Cash in on a New

Fram Sales Miracle

Fram dealers everywhere are cashing in on the sensational Radiator & Water Cleaner that stops formation of rust and scale and removes particles from cooling systems. It's a "natural" for over 50,000,000 cars, trucks and tractors needing cooling system protection! And every one you install starts an endless chain of profits from Replacement Cartridge sales.



SELF-CONTROL STARTS HERE



STAFFORD

AND TO RESTORE CAR, TRUCK
AND TRACTOR PERFORMANCE

OIL-CONTROL STARTS HERE

To stop oil-pumping, replace worn
connecting rod bearings

Control is essential for good engine performance, too—control of oil through connecting rod and main bearings.

These bearings meter just the right amount of oil throw-off to lubricate the cylinder and piston assemblies. When bearings are worn, excess oil reaches combustion chambers, burns to carbon on pistons, rings, valves and spark plugs—stealing power

and economy. *Performance goes up in smoke!* Good mechanics know that they must replace worn bearings to give new rings a chance to do their own job. Genuine Federal-Mogul bearings are *engineered* for the job of oil-control!

FEDERAL-MOGUL SERVICE
(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN



control oil-pumping where it starts—REPLACE WITH

FEDERAL-MOGUL 
BEARINGS



"I proved to myself that there's
50% MORE PROFIT
 IN
LION Nōkōrōde"
 UNDERCAR SEALER AND SILENCER

"Concentrated Lion Nokorode gives me
 50% more profit on each drum!"

Most ordinary undercoatings have a big percentage of solvent. When sprayed 1 8" thick they dry about 1 16" thick. Lion Nokorode sprays 1/16" thick—dries about 1/16" thick. Result: you do 50% more cars per drum! Yet Nokorode costs no more.

"Lion Nokorode is easier, quicker
 to apply—saves labor costs!"

Nokorode is *uniform* for smooth application. It's *homogenized*—won't clog guns. That means you do *more* jobs at *less* labor cost. It's *naturally black*—no useless coloring added.

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TIME

Powerful, Consistent Advertising
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LION OIL COMPANY, El Dorado, Arkansas

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Street

City State

Brand of undercoating I am using now, if any



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SIGNAL
LIGHTS
are in
BIG
MAND

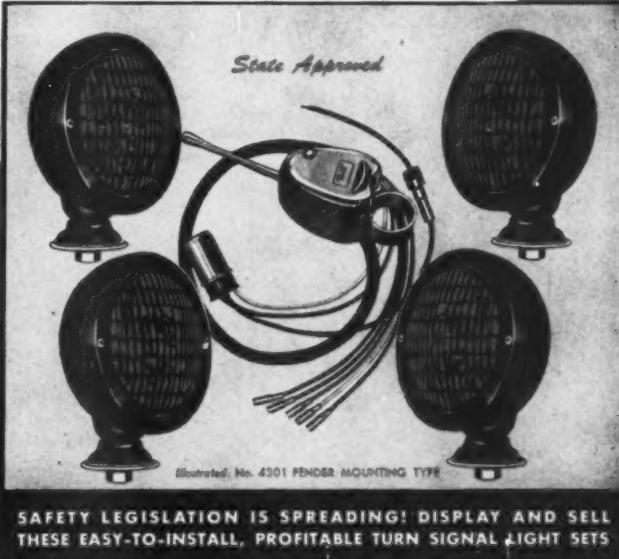
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NOW!

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for trucks, tractors, trailers and busses
conform with all
S.A.E. Specifications



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THESE EASY-TO-INSTALL, PROFITABLE TURN SIGNAL LIGHT SETS



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3 TYPES OF MOUNTING 3 meet every S. A. E. requirement

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- Sealed-beam (all glass units supplied by General Electric Co.) constructed for long, bright lamp life.
- Moisture, dust and fume-proof.
- Weather-resistant, sturdy black
enamel finish.
- Available with 6 or 12 volt lamps.

All sets complete with steering post switch and beam indicator, harness, inline fuse and mounting clamps; Tungsol flasher and all necessary wiring.



THE BATTERY
THAT HAS CREATED A SENSATION
ULTRA START
LEADER OF THE FAMOUS EXIDE LINE



Tremendous demand for the ULTRA START gives added proof: If you want to build a sound, growing battery business, tie up with Exide. Profit from the many advantages of being an Exide Dealer—in new battery developments...in dealer service aids...in dealer sales support, which includes national advertising to 61,437,000 readers of THE SATURDAY EVENING POST, LIFE, COLLIER'S, TIME, COUNTRY GENTLEMAN, FARM JOURNAL.

BUILT TO LAST LONGER

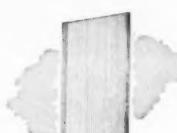
The ULTRA START is a NEW Exide Battery. It has many new features with strong consumer appeal. And it's jam-packed with highly charged selling ammunition. For the ULTRA START contributes three ways to longer battery life:



SILVIUM the corrosion-resistant grid alloy, resists a battery's most destructive enemy—grid corrosion caused by overcharging, the cause of 60% of all battery failures.



ACTIVE MATERIAL a new formula, so effective that it is possible to take full advantage of an acid solution of lower specific gravity (1.260 full charge).



PORMAX practically indestructible plastic separators. Extremely resistant to heat and acid . . . flexible and tough. Low internal resistance increases cold-weather starting ability.

PLUS Vitrex Retainers . . . Element Protector . . . Plastic Connector Shields . . . Plastic Vent Caps . . . Improved Sealing Compound . . . Shock-resistant Container.

SELL THE COMPLETE EXIDE LINE

Batteries to fit needs of all motorists

Each battery in the Exide line is top-rank in its respective class. For each is a product of Exide research laboratories—assurance of the ultimate in design, construction, performance. In addition to the ULTRA START, other Exide Automotive batteries are:

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Exide STARTEX—Dollar value at a lower price, but an Exide all the way.

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THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2
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WHEN IT'S AN **Exide** YOU START



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BIG-PROFIT WAY
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CARBURETOR SERVICE
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Get this great new

ROCHESTER CARBURETOR

Every service station will want this Rochester Carburetor Service Parts Cabinet . . . it provides a quick, sure way to gain profitable carburetor service business.

The assortment consists of 35 super-active service parts for Rochester Carburetors—original equipment on Chevrolet, Oldsmobile, and Pontiac. The entire deal is being sold at the price of the parts only. The cabinet drawers, cardboard boxes, two gauges (one for Pontiac and Chevrolet, one for Oldsmobile) and a service manual are gratis.

It's a unit that is tailor-made for your convenience. Call your distributor, or write us today.

Service Parts Cabinet

Here's what you get

- 1. Gasket and air horn kits.
- 2. Two gauges; one for Pontiac and Chevrolet and the other for Oldsmobile.
- 3. Service manual including application date of material in cabinet, 9 A-30 net price schedule and service and instruction data.
- 4. Return mailing card to acknowledge receipt of cabinet in good condition.

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Repair kits for Chevrolet,
Oldsmobile and Pontiac.

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Twenty-six popular fast-moving service parts packed in standard AEA cardboard containers.

ALL IN ONE CONVENIENT CABINET



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ORIGINAL EQUIPMENT ON
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AC

SPARK PLUGS

AC Spark Plugs PEP UP SALES

AC Spark Plugs with patented *CORALOX* Insulator are pepping up sales from coast to coast.

Millions of owners have cars which are factory-equipped with AC's. Millions of other car owners are reading about the advantages of *CORALOX* in the biggest advertising campaign AC has ever run.

As a result, AC dealers everywhere are selling more AC Spark Plugs with patented *CORALOX* Insulator, profiting by original equipment leadership and a steadily growing replacement market.

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



AC FLEXIBLE GASOLINE AND OIL LINES

Assortment, with attractive Wall Merchandiser, displays as well as stocks fast-moving numbers.



AC GASOLINE STRAINERS AND ELEMENTS

Available in handsome Counter Merchandiser for attractive display and easier sales.





AC ALUVAC Elements Set the pace

AC's *Aluvac* Oil Filter Element has made AC the fastest-growing line in the filter industry.

AC Oil Filters with *Aluvac* Elements are standard or optional factory equipment on Cadillac, Oldsmobile, Chevrolet and Buick... creating an ever-growing replacement demand.

Are you selling AC *Aluvac* Elements, the country's hottest element line?



America's First and Finest

Lift the hood of any car you service, and the odds are 9 to 1 that its fuel pump is an AC—because there is none better.

90% of the cars built in the past 24 years were factory-equipped with AC's. Over 100,000,000 have been built.

40,000,000 AC Fuel Pumps are in daily use, offering a replacement market without parallel.

AC *Aluvac* Oil Filter Element



AC AIR CLEANERS AND ELEMENTS

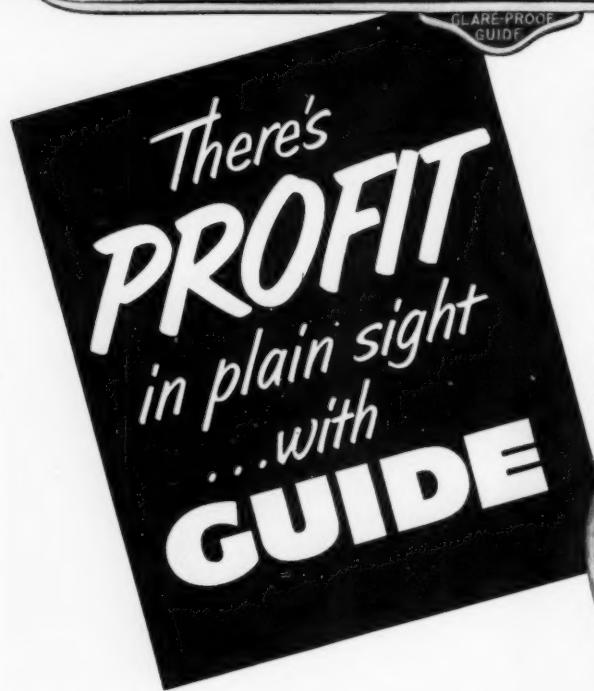
Heavy-duty cleaners; renewal elements. AC's used as equipment by 80% of car manufacturers.



AC SPEEDOMETER CABLE-CASING ASSEMBLIES

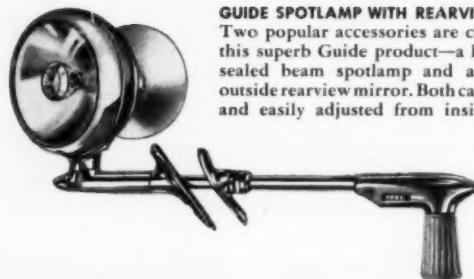
Also supplied in tailor-made cables, or as bulk cable and casing, with parts.





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Here's what you want . . . if you're in the market for a fast-selling accessory. The new Guide Glare-Proof Rearview Mirror is naturally a big seller because its advantages are obvious. The 8 1/2-inch-long prismatic mirror gives an extra-wide view to the rear . . . eliminates the glare of headlights behind at the flip of a finger! Order a supply of Guide Glare-Proof Mirrors now. Available for most makes of cars.



GUIDE SPOTLAMP WITH REARVIEW MIRROR
Two popular accessories are combined in this superb Guide product—a high-quality sealed beam spotlamp and a handsome outside rearview mirror. Both can be quickly and easily adjusted from inside the car.

GUIDE MULTI-PURPOSE LAMP — This lamp gets its current from the cigarette lighter receptacle. Its 14-foot-long cord makes it a portable lamp that can be used in and all around a car. Provides a spare headlamp sealed unit—a real friend when needed.



GUIDE LAMP—A UNITED MOTORS LINE
Available everywhere through
UNITED MOTORS DISTRIBUTORS

Guide LAMP

Division of General Motors
Anderson, Indiana

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POWER BRAKES

ASSURES

Feather Touch CONTROL



Today's most advanced development in power braking is Kelsey-Hayes amazing "VACDRAULIC", forerunner of even more startling Kelsey-Hayes developments for tomorrow's motor cars.

Kelsey-Hayes "Vacdraulic" is the only unit to power the brake action instantaneously, with perfect "feather-touch" control, assuring perfect "pedal feel" in direct proportion to the pressure applied. Kelsey-Hayes "Vacdraulic" cuts foot pressure by as much as two-thirds that required for ordinary brakes!

"Vacdraulic", the only unit utilizing complete hydraulic control with a fixed reaction ratio, insures perfect "feather-touch" control at all pressures.

NOW! . . . Kelsey-Hayes "Vacdraulic" power brakes are standard equipment on over 100,000 cars of one of the world's leading automotive manufacturers. (Kelsey-Hayes engineers will gladly consult with you on the superior advantages of VACDRAULIC POWER BRAKES as original equipment on your new cars.)



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Renew Piston Rings

in less than **4** hours



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Arm Bracket Assembly



R & R Valve Cover



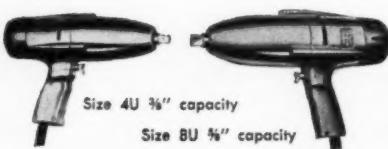
R & R Rocker Arm Assembly



R & R Manifold



R & R Cylinder Head



R & R Connecting Rod Bearing Caps

Ingersoll-Rand

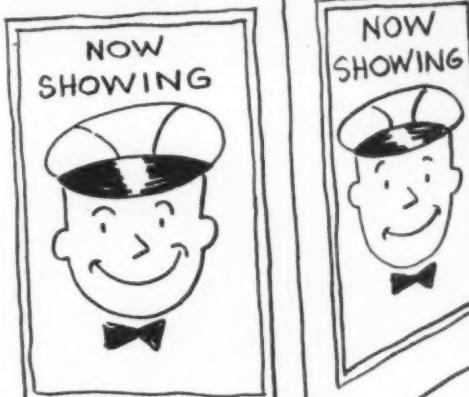
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Over 50 years of bearing research and development have made Timken bearings number one choice throughout industry. Make sure the trade-mark "Timken" is on every tapered roller bearing you use. **VALUABLE FREE BOOKLET!** Send today for "Timken Tapered Roller Bearings, Their Care and Maintenance" to Dept. JA-12, The Timken Roller Bearing Company, Canton 6, O. Cable address: "TIMROSCO".

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ROLLER
BEARINGS

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Model
K403



Now, a complete refacer
in the low-price field . . .
and with features not
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priced machines!

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The Mysterious Case of the **STRANGER** *in the* **PAINT SHOP**



How the **TINTOMETER** foiled a sly villain!

This is George Smiley's own story. This is how it happened.

"I had just finished spotting a fender when the door to my paint shop slowly opened. I had a strange feeling of uneasiness as a clammy hand settled on my shoulders, and I quickly turned, gripping my spray gun like a pistol. Naturally I smiled as I did so; this could have been a customer.

"But here was an evil-looking stranger! Instantly I recalled that I had seen his profile on our Post Office bulletin board . . . *Wanted! . . . Reward!* How could anyone forget that face? Before me stood the notorious Fisheye Blisterbottom, enemy of automotive refinishing men everywhere!

"Talking in his usual sly manner, he fed me his old line about cutting corners and shoving paint jobs through. Half finished of course.

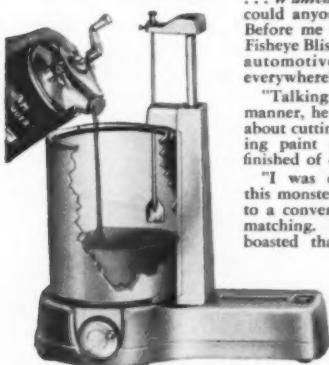
"I was determined to trap this monster, and I led him into a conversation on car color matching. He bit hard, and boasted that he could match

any car color by eye in five minutes! When I forced him to prove it, he was off a mile.

"I told him I didn't believe in guesswork, and when I showed him my new R-M Tintometer color matching system, old Blisterbottom's face turned a kind of salmon color. He knew he was licked and crawled away into the winter twilight!"

Just like the scientific police systems used for matching the fingerprints of crooks like Fisheye, the R-M Tintometer is an easily operated scientific system for matching car colors that are hard to capture! Used by Refinishers and Paint Jobbers throughout the country. Ask your Jobber now. Write for the helpful R-M Refinishers' Manual.

Ask your Jobber to show you the latest R-M Refinishers' slide film, "Pat, the Pixie Painter."



The R-M Tintometer makes it possible to prepare car colors in a matter of minutes... accurate to the one-thousandths part of measurement!



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1244 N. LEMON ST., ANAHEIM, CALIF.

Manufacturers of passenger and commercial car lacquers • enamels • primers • surfacers • tinting colors • thinners • removers • rubbing compounds, etc.



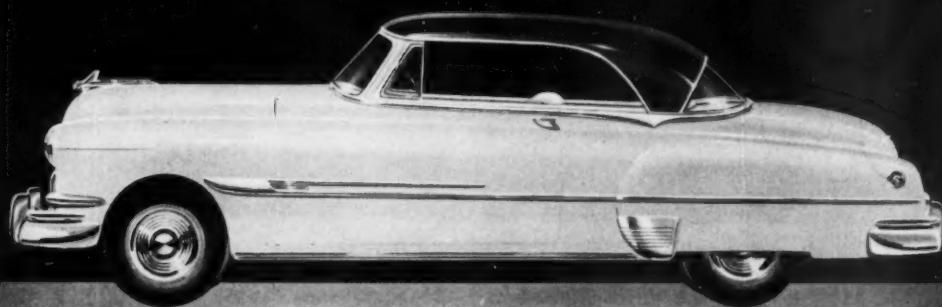
THIS KIND OF BASIC LEADERSHIP MAKES
PONTIAC THE BEST DEAL IN THE INDUSTRY!



Presenting the

52 Pontiac

with Spectacular Dual-Range Performance!



Equipment, accessories and trim illustrated are subject to change without notice.

BE sure to see the great 1952 Pontiac! It brings you General Motors' sensational new Dual-Range Hydra-Matic Drive* — coupled with Pontiac's great high-compression engine—and a new high-performance, economy axle. At the touch of your finger, you can elect to have tremendous acceleration and snap and go! Or,

with equal ease, you can choose an altogether different type of performance; silken, gliding, gas-saving—perfection itself for the open road. In other words, you have the power you want—where and when you want it. And there are many other advancements in the new Pontiac, too. Better see it—drive it—today. It's a sensation!

*Optional at extra cost.

Featuring a Wonderful New Power Train

- ① More Powerful High-Compression Engine
- ② Wonderful Dual-Range Hydra-Matic Drive*
- ③ New High-Performance Economy Axle

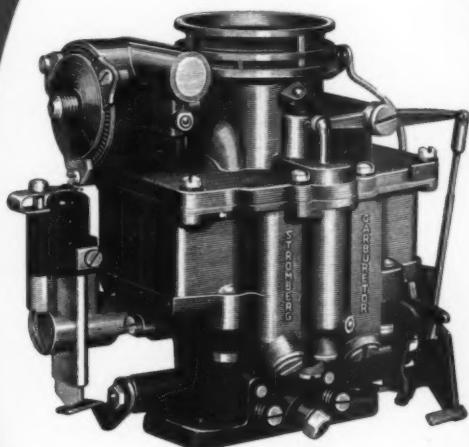


THE POWER YOU WANT WHEN YOU WANT IT WHERE YOU WANT IT

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC • PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

STROMBERG

For Performance that Builds Your Reputation as Well as Ours!



Bendix SOUTH BEND
PRODUCTS DIVISION INDIANA

Standard Equipment Sales: Elmira, N. Y.

When you install a Stromberg* Carburetor, you are assuring your customer of carburetor performance *second to none*—performance that is bound to mean a smoother running car and important savings in gasoline dollars. These are results you can count on, because Stromberg quality is built in right from the start—with exclusive engineering features, scientific design and mechanical simplicity that make it easy to do a good job every time. And remember, Stromberg Carburetors last longer, too.

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These Bendix signs stand for good business and for good business relations between factory, dealer and customer.



Replacement Carburetors
—Repair Kits



Original Equipment on
most cars



Hydrovac® Power Brake
—Trailer Power Braking
Systems



Cold Immersion Parts
Cleaner saves time and
money

The quality
CARBURETOR

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good reasons why

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is your best
charger buy!



We're proud of the high quality, nationally known, component parts used in Marquette chargers. That's why we list them prominently here for you. Combined, they make Marquette Hi-Rate Chargers your best buy—for accuracy, dependability and long, trouble-free service. Get a demonstration and further proof now. Ask your jobber.

Model 202
100 Amperes



Model 204-206
Wall Charger



Model 205
80-60 Amperes

Model 201-201W
80 Amperes

Model 203-203W
80 Amperes

MARQUETTE

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MARQUETTE

FULLY AUTOMATIC
OPERATION

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SEALED-IN-OIL FAN MOTOR

MARQUETTE

DESIGN, QUALITY, PERFORMANCE

CRAMER

ELECTRIC TIME SWITCH

WATCH THE
SATURDAY EVENING
POST
FOR MARQUETTE IN '52!

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 31

DECEMBER, 1951

No. 12

Contents

Shop Teamwork Paid Dividends for All	45
What You Can Give as Bonus	47
It Helps Garages Land the Big Ones	49
The "Little Things" Pay Off	50
"Hillbilly" Ads—But They Sell	51
Wrecks Built This Shop	53
Factory and Dealer Can Improve Relations	54
"Dual-Range" Drive Used on Pontiac	55
Our Shop Business Was Built by Mail	56
Testing Transmission Electric System	66
Don't Condemn a Good One!	69
Wiring Diagram for 1952 Dodge	72

DEPARTMENTS

News Spotlight	43	Along Federal Row	80
News Briefs	58	Shop Talk	92
Southern Jobbers	62	Nutbuster Letter	97
Specifications	74, 76	New Products	107
Time Savers	118		

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SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1951

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in less than 30 minutes!**

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Season's Greetings

A FULL FLOW of holiday spirit!
A FULL FLOW of brightness and cheer!
May FULL FLOW, wherever you hear it,
Help RING in a bountiful year!
And, speaking of RINGS, there's a nifty,
That dealers from coast to coast sing—
It's called the Sealed Power MD-50;
The ring with the FULL-FLOW SPRING!



CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS

SPOTLIGHTING the NEWS

The second biggest year for the assembly lines has already been assured, weeks before Santy was scheduled to dislodge soot. Before November had ended, the factories had strode beyond the 1949 total of 6,250,000 cars and trucks. The 1949 figure was the highest in the industry's history, but the lines disgorged the great 1950 record of 8,000,000 to put that in the shade. Even allowing for the holidays and shutdowns due to model changeovers, production for 1950 should run around 6,500,000.

Look for around 4,000,000 cars to come off the lines next year. Meanwhile, it looks as if many dealers—if not all—will be looking for customers. Trends of the time, including such things as higher prices and higher taxes of which everyone is aware, will contribute to this situation, a number of factory officials and prominent Southern car dealers also have predicted. Said one veteran dealer: "Look for a greatly reduced sales staff at many dealerships." Somehow, said another, every possible (but legal) dollar of gross profit will have to be wrung out of trade-in deals in order to offset the overhead which has climbed pretty high in the last few years.

Federal regulations and fast-coming amendments have piled confusion on top of befuddlement for almost all of the small companies who're not big enough to have a full-time person to keep track of all the winding avenues through which these measures would have them travel. With that condition prompting action, the editors are presenting on page 80 a brief round-up of some of the more important matters affecting the average automotive man. On page 47 is a belated article giving in considerable detail what you can and can't do in the way of paying bonuses without having to consult the governmental authorities. This completes, for the time being, coverage of these angles which began with a feature in the October issue on how wages and salaries are controlled.

Scrap collection can be as much a matter of joy to firms, big and small, as is depicted in a lighter fashion in the illustration

on this page. Consider that as of mid-November General Motors had collected 27,909,178 pounds from its plants, suppliers and dealers in the preceding month of its continuing scrap drive. That is more than 12,459 gross tons—the weight equivalent of about 547 light tanks. With 35,010,502 pounds previously collected since July 1, GM's total contribution to the scrap drive had reached 62,919,680 pounds by mid-November. How about that pile of discarded and worn-out parts over in the corner of your shop? Wring out the neat little wad of greenbacks in that mound by calling your junk dealer. It will eventually lead to more metal for this industry, or help forestall a shortage, at least, if you'll do that—right now!

Octane rating of civilian supplies of gasoline in the months ahead is definitely cloudy, although reports frequently reach print from a variety of sources to the effect that lower ratings can be expected and that tune-up men should bear that in mind. The metallic-lead market is so fluid, from day to day, as to make any authoritative prediction impossible right now, one source stated.

Financing plans are being used more and more by independent garages over the South to help them snag the big'uns. An Alabama garage man said the plan with

which he had tied in has aided him in doing a complete job instead of patch-up. Details of the plans appear in the article on page 49.

Listen in at the cashier's window frequently if you would learn what's happening to your service customers. In many towns this isn't necessary, because it's possible to know every customer personally, but if you're operating in a city too large to have many personal contacts, you might do what a Dallas, Texas, dealer did. He quietly lounged around the window and listened to the "beefs" and other comments. Then he called the gang together and re-organized things to meet some of the complaints. In Oklahoma City the two partners in a dealership have worked out a plan under which one is "on duty" throughout the day to greet every service customer.



"I hear he made his money selling scrap metal to Pittsburgh."

TEXACO STAR THEATER GREATER THAN EVER

With MILTON BERLE *King of Television*

Now 25 MILLION TELEVIEWERS

—every Tuesday night!

ONLY 3 YEARS AGO

... June 1948—this show was telecast from 7 East Coast stations, reaching an audience of 1½ million. It is now telecast from 61 cities—reaching more than 25 million—every Tuesday night!—another "First" for Texaco Dealers.

Eleven Million More Viewers than last Fall! Among them hundreds of thousands of new and potential customers for Texaco Dealers everywhere! Bigger and better than ever, the Texaco Star Theater features "Mr. Television" himself—Milton Berle!

To Texaco Dealers, the Texaco Star Theater and Milton Berle mean money in the bank. Yet TV is just one of the many ways Texaco Dealers profit by outstanding company support. National magazines carry not one but four major product campaigns to millions of car owners. Billboards deliver 30 million messages daily coast-to-coast, in the heavy driving seasons. The Metropolitan Opera broadcasts reach more millions. Plus direct mail, window displays and countless other dealer aids—all building healthy, year 'round business for Texaco Dealers.



*No wonder TEXACO DEALERS
are such busy dealers!*

A Great Line-up for
TEXACO DEALERS

Sky Chief and FIRE-CHIEF GASOLINES

HAVOLINE and TEXACO MOTOR OILS • MARFAK CHASSIS
LUBRICATION • PT ANTI-FREEZE • REGISTERED REST ROOMS

Shop Teamwork Paid Dividends for All

Any successful contest for employees of the service department boosts dollar volume, but this promotion had another important effect.

By C. Thomas

IN VIEW of the demand for skilled workers in many defense industries and the limited number of trained men available, no operator of an automotive shop needs to be told that he should try to keep his men satisfied with their jobs and to obtain maximum productivity from his present force.

The question is: How can this be done?

One obvious answer is to give the men an incentive to increase their productivity. But this must be done carefully so that all employees feel the plan is fair and that they can gain from it. If an incentive plan creates friction in the shop, it may fail to achieve its purpose, especially in the long-range view.

A Waco, Texas, dealership developed an incentive plan that boosted shop volume and improved the spirit in the shop.

"Increased dollar volume isn't the whole advantage of an incentive promotion," said John Alford, service manager of Bird-Kultgen, Inc., Ford-Lincoln-Mercury dealership at Waco.

"Our recent promotion got the entire personnel working as a unit," he said. "That was the important factor.

"The month of our promotion showed an appreciable increase, however. Labor ran \$25,000 and parts ran \$56,000. This compared with a usual \$18,000 in labor and \$40,000 on parts. The over-all increase was \$23,000 for the month."

Alford mapped plans for the promotion after studying breakdowns on jobs handled. He discovered that his service salesmen had worked themselves into a rut. There was too little of some types of work, compared with other types.

"Studying the breakdowns gave me the idea for the promotion," said Alford. "I went over the breakdowns carefully and arrived at the average of various types of jobs. This gave me an average from which to set up quotas for the servicemen."

The weekly quota given each service salesman and the bonus for each job sold were:

Job	Quota	Bonus
Tune-ups	10	\$.50
Front end	5	1.00
Aligning wheels	4	1.00
Brakes	6	2.00
Ring and inserts	3	3.00
Radiator	7	.50
Undercoating	4	2.00



Everybody was happy when Alford made the rounds to distribute the checks at the end of the contest—from the top service salesman (at right in the upper photo) to the lubrication man (lower photo).



Service salesmen didn't waste any time in their effort to surpass quotas. They checked the customer files and made phone calls during spare moments when they weren't busy with the drive-in customers.

The contest resulted in closer cooperation between the mechanics and service salesmen in locating additional needed repairs—a cooperation that was continued after the contest was officially over.

These were the minimum each service salesman had to sell *extra* each week to be eligible. But the bonus was gladly paid on all jobs over the amount.

"The quotas made them hustle," Alford said, "but they were not so high as to be prohibitive. It would get down toward the last of the week and the service salesman would discover, say, he was low on undercoating sales. Then he would start pushing undercoating."

They Called 'Em Up

The service salesmen didn't stop with sales to drive-in customers. They got on the phone and called names from their index files. They hustled the line men for leads.

"The line men also participated in the program," said Alford. "For all extra work they discovered and turned over to the service salesmen—and which in turn was sold to the customer—they received the following bonuses:

"On work that amounted to an additional \$3 to \$5, 50 cents; \$5 to \$10, \$1; \$10 to \$15, \$1.50; \$15 to \$25, \$2, and \$25 to \$35, \$3.

"This alerted the line men and lube men to keep on the lookout. The line mechanic who discovered the extra work might not get to do the job, since our shop is departmentalized. But by locating the work and turning the information over to a service salesman, he did receive a reward for his time.

"This made the line mechanics cooperate to the utmost with our service salesmen. And it got the



servicemen out of the slump and away from trying to sell just a limited number of services, the ones that were easiest to sell."

The top service salesman earned a bonus check of \$156 for the month. The two others received \$140 and \$125. The porters, by observing and reporting to the service salesmen, picked up an extra \$35.

Top Mechanic Earned \$57.50

The top mechanic earned himself an extra \$57.50 by feeding information to the service salesmen. And all the mechanics developed the habit of working closely with the service salesmen.

"This promotion proved that there is plenty of potential service work to be had," Alford said. "All you have to do to get it is to go after it."

"This is not work we would

have gotten eventually anyway. I say that because in the second week after the promotion was over, the month's volume was running 30 per cent above normal. This was the direct result of the promotion during the previous month.

"We were getting jobs sold the month before—which the customer couldn't have done then for one reason or other. The actual selling was done during the contest, or at least the idea was put in the customer's mind at that time."

Alford freely admitted that the program piled a lot of extra work on him. But each man helped him keep books and be sure that proper credit was given for jobs sold.

"We will repeat this promotion in another six months," Alford said, "and make it a regular six-month feature from then on."

What You Can Give as Bonus

By EDWIN PEARCE*
Attorney-at-Law
Atlanta, Ga.

CHRISTMAS-time is happy bonus-time!

At least, it is for a surprisingly large number of small and medium business establishments. Without calling on statistics to prove it, it would be safe to say that if your situation resembles the following example, you are more typical than otherwise.

An owner or manager of such typical business would relate the following:

1.—He has always paid a bonus to his employees during the years when the company made money; otherwise not.

2.—He has avoided promising bonuses in definite amounts and thus committing himself in advance to an obligation.

3.—He has given his bonuses in lump sums during November or early December.

4.—He has decided himself what amount of money was to be distributed. He made this de-



cision close enough to the end of the year so as to know whether he had made money during the year.

5.—He distributed the bonuses among his employees in such way as he saw fit, using this as an additional means of rewarding merit and loyalty.

6.—When bonus-time comes around, he gets as much enjoy-

ment and pride out of distributing them to the employees as they do in receiving them (almost).

7.—He doesn't understand why he should not be allowed to continue this custom along these lines, since he doesn't feel that he is going to abuse these payments, or cause inflation, or do anything which would violate what he considers to be the spirit

FAIR LABOR STANDARDS ACT

Sec. 511.1 Executive:

The term "employee employed in a bona fide executive *** capacity" in section 13 (a) (1) of the act shall mean any employee:

(a) Whose primary duty consists of the management of the enterprise in which he is employed or of a customarily recognized department or subdivision thereof; and

(b) Who customarily and regularly directs the work of two or more other employees therein; and

(c) Who has authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight; and

(d) Who customarily and regularly exercises discretionary powers; and

(e) Who does not devote more than 20 per cent of his hours worked in the work week to activities which are not directly and closely related to the performance of the work described in paragraphs (a) through (d) of this section: PROVIDED, That this paragraph shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment, or who owns at least a 20 per cent interest in the enterprise in which he is employed; and

(f) Who is compensated for his services on a salary basis at a rate of not less than \$35 per week *** exclusive of board, lodging, or other facilities:

PROVIDED, That an employee who is compensated on a salary basis at a rate of not less than \$100 per week (exclusive of board, lodging, or other facilities), and whose primary duty consists of the management of the enterprise in which he is employed or of a customarily recognized department or sub-division thereof, and includes the customary and regular direction of the work of two or more other employees therein shall be deemed to meet all of the requirements of this section.

(Continued on next page)

*Edwin Pearce has been an attorney in Atlanta, Ga., since 1929. He is familiar with government regulations as he was chief price attorney for the Southeastern region of the old OPA and was also chief price executive for the Southeastern region. His article in the October issue on salary and wage ceilings provoked requests for this one.

of the stabilization controls.

It was inevitable, of course, as part of the control of salary and wages, that bonus payments be regulated. The government has done this by two regulations especially applicable to bonuses, General Wage Regulation No. 14 and General Salary Stabilization Regulation No. 2.

It might be helpful before undertaking to examine these regulations more closely if it were pointed out that in many instances payments which you may be calling bonuses and considering as bonuses are not really bonuses at all.

For example, "N" company has customarily been paying bonuses about like those described above. However, in August of 1950 the owner of the business and his key employees got together and devised a formula for the payment of bonuses for the year 1951. To each of the key employees, a bonus was agreed upon which could be exactly computed by means of a formula which was geared to sales and profits for the year. This was done for the company manager, for each of several branch managers, for the head of the estimating department and for outside salesmen.

As to Other Employees

With reference to the rest of the employees, consisting of office personnel, clerks, bookkeepers, stenographers and such, the form provided for a fund to be distributed among these persons as the owner should decide at the time of payment of the bonuses. In other words, the amount of the bonus fund was exact, but the amount of distribution among the various employees was not determined. He placed an informal memo of this understanding in the hands of the employees concerned.

Now, the so-called bonuses to the manager, branch managers and other key personnel, although called "bonuses," were not bonuses at all but were auxiliary pay practices. The reason? These payments were actually part of their agreed compensation, understood by both parties in advance and relied upon by the employees involved throughout their work during the calendar year. When the time came, they were entitled to these amounts as a matter of right and as a matter of law. If the company refused to pay, they

(Continued on page 113)

(Continued from preceding page)

Sec. 541.2 Administrative:

The term "employee employed in a bona fide *** administrative *** capacity" in section 13 (a) (1) of the act shall mean any employee:

(a) Whose primary duty consists of the performance of office or non-manual field work directly related to management policies or general business operations of his employer or his employer's customers; and

(b) Who customarily and regularly exercises discretion and independent judgment and

(c) (1) Who regularly and directly assists a proprietor, or an employee employed in a bona fide executive or administrative capacity (as such terms are defined in the regulations in this subpart), or

(2) Who performs under only general supervision work along specialized or technical lines requiring special training, experience or knowledge; or

(3) Who executes under only general supervision special assignments and tasks; and

(d) Who does not devote more than 20 per cent of his hours worked in the work week to activities which are not directly and closely related to the performance of the work described in paragraphs (a) through (c) of this section and

(e) Who is compensated for his services on a salary or fee basis at a rate of not less than \$75 per week *** exclusive of board, lodging, or other facilities:

PROVIDED: That an employee who is compensated on a salary or fee basis at a rate of not less than \$100 per week (exclusive of board, lodging, or other facilities), and whose primary duty consists of the performance of office or non-manual field work directly related to management policies or general business operations of his employer or his employer's customers, which includes work requiring the exercise of discretion and independent judgment, shall be deemed to meet all of the requirements of this section.

Sec. 541.3 Professional:

The term "employee employed in a bona fide *** professional *** capacity" in section 13 (a) (1) of the act shall mean any employee:

(a) Whose primary duty consists of the performance of work:

(1) Requiring knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of specialized intellectual instruction and study, as distinguished from a general academic education and from an apprenticeship, and from training in the performance of routine mental, manual, or physical processes, or

(2) Original and creative in character in a recognized field of artistic endeavor (as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training), and the result of which depends primarily on the invention, imagination, or talent of the employee; and

(b) Whose work requires the consistent exercise of discretion and judgment in its performance; and

(c) Whose work is predominantly intellectual and varied in character (as opposed to routine mental, manual, mechanical, or physical work) and is of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time; and

(d) Who does not devote more than 20 per cent of his hours worked in the work week to activities which are not an essential part of and necessarily incident to the work described in paragraphs (a) through (c) of this section; and

(e) Who is compensated for his services on a salary or fee basis at a rate of not less than \$75 per week *** exclusive of board, lodging, or other facilities . . .

Provided, That an employee who is compensated on a salary or fee basis at a rate of not less than \$100 per week (exclusive of board, lodging, or other facilities), and whose primary duty consists of the performance of work either requiring knowledge of an advanced type in a field of science or learning, which includes work requiring the consistent exercise of discretion and judgment, or requiring invention, imagination, or talent in a recognized field of artistic endeavor, shall be deemed to meet all of the requirements of this section.

Sec. 541.5 Outside salesmen:

The term "employee employed *** in the capacity of outside salesman" in section 13 (a) (1) of the act shall mean any employee:

(a) Who is employed for the purpose of and who is customarily and regularly engaged away from his employer's place or places of business in:

(1) Making sales within the meaning of section 3 (k) of the act, or

(2) Obtaining orders or contracts for services or for the use of facilities for which a consideration will be paid by the client or customer; and

(b) Whose hours of work of a nature other than that described in paragraphs (a) (1) or (a) (2) of this section do not exceed 20 per cent of the hours worked in the work week by non-exempt employees of the employer: **Provided,** That work performed incidental to and in conjunction with the employee's own outside sales or solicitations, including incidental deliveries and collections, shall not be regarded as non-exempt work.

A Simple Finance Plan

It Helps Garages Land the Big Ones

NEW plans are bobbing up throughout the South which are designed to enable garage operators to corner a goodly share of the bigger repair jobs from customers who have financial difficulties.

The plans are simple, permitting the car owner to have his work done with no down payment and without having to give a chattel mortgage. Payments are strung out over a given period of months. The finance companies issue checks for the work in a manner that assures the jobber his money for parts used and the garageman his pay for his work.

One plan which has been gaining widely in favor is being promoted by a manufacturer of piston rings. Under it the jobber handling this firm's line signs up the garage owner, who receives, upon payment of \$6.65, an assortment of printed forms used in

carrying out this program.

When the owner appears with a car on which considerable work should be done, the garageman informs him of the plan, in the event the customer should be one to whom the financing program might appeal. The owner fills out a credit application, including three credit references. The repairman telephones the nearest office of the national finance company handling details of this particular program, giving the office the information on the credit application and the estimated cost of the work.

The repairman is notified in a matter of hours of the approval or disapproval of the application. He informs the car owner the arrangement is approved, and tells him when to bring in the car. When the job is completed, the repairman tells the car owner to visit the finance office where all papers have been prepared for his signature. There is no long period of waiting.

The papers which he signs are simple, being merely a personal-loan note issued after the finance company has checked on the credit references.

The finance company has the owner endorse the check, which is drawn payable to him, the jobber who supplied the parts and the repairman. The finance office mails the check to the jobber, who notifies the repairman and who in turn receives his money from the jobber.

Listen to what Jack Griffin of Griffin's Garage, Attalla, Ala., had to say about this particular arrangement after he signed up for it with Harold Moon, Moon Auto Supply Co. of that city:

"It's been a big help to me and I don't see why it wouldn't be a big help to any independent ga-

Here is the repayment rate card being used at Attalla, Ala.

Payment Chart

Monthly Payment	NET CASH ADVANCED			
	6 Months Contract	9 Months Contract	12 Months Contract	18 Months Contract
7.00	52.05	72.24	86.62	
8.00	60.92	82.56	99.00	
9.00	69.78	92.88	111.37	
10.00	49.40	78.65	103.20	123.75
12.00	61.28	86.38	123.64	148.50
14.00	73.16	112.77	144.48	173.25
16.00	85.04	128.88	165.12	198.00
18.00	96.92	144.99	193.76	222.75
20.00	108.80	161.10	206.40	247.50
22.00	120.68	177.21	227.04	272.25
24.00	132.56	193.32	247.68	297.00
26.00	144.44	209.43	268.32	321.75
28.00	156.32	225.54	286.96	346.50
30.00	167.40	241.65	306.60	371.25

* ALABAMA

CREDIT APPLICATION	
Name	Age
Wife's Name	Age
Address	
Previous Address	How Long
Home Phone	Color
Employer	How Long
Employer's Address	Phone No.
Occupation	Dept.
Salaried	Clock No.
Other Income	Pay Day
With or Children employed	
Landlord	
Address	
Rent	Furnished
Unfurnished	
Credit References (Give Three)	
Car Make Year Amt. of Loan	
Amount of Loan	
Name of Garage	
Address	

If the car owner has good credit references, he has no trouble getting approval of a loan to finance a major overhaul or other big repair job. This is the credit-application form under one plan in use.

rage. It has made it easier, on the several occasions when I have handled jobs under it, for both me and my customers.

"Probably the best thing about the whole program has been that we have been able to do a more complete job because money was not a stumbling block. This, of course, is better for the customer and for us.

"Our average job under this plan has run around \$125, while some have run up around \$200."

This plan has gone over big at Jacksonville, Fla., and has gained momentum at Mobile, Ala. It is being inaugurated at Anniston, Ala., and other points over the South.

More than 60 garages and service stations in the Louisville, Ky., area have been brought under this program by Automotive Service Co.

Two finance companies have offered another, but somewhat similar, plan in the Kansas City area. Under it, as in the first plan mentioned, the main thing is to establish the car owner's good credit. Then the account is handled regardless of the age of the car. A chattel mortgage is not required and no reserve is held from the garageman. He gets the full

(Continued on page 96)

The "Little Things" Pay Off

THE "little things" in automotive service are the ones that often count.

The little things put Frank Lopez of Austin, Texas, into a modern, completely-equipped garage. His new building is designed to keep the benefits of the little things snowballing to everyone's advantage.

"I travel quite a bit," Lopez said. "When I'm away from home, I patronize other independent garages. I watch for the little things that irk and annoy me. I know that if I am guilty of the same things, they will annoy my customers."

The attention to the little things begins even before the customer drives in and continues until the car is delivered. Some of the little conveniences are the result of careful planning in the layout of the building, while others are just a matter of personal attention.

The new garage is set well back from the street.

"There is always parking space for my customers," said Lopez. "My former building was flush with the sidewalk. Often a customer would be parked in the driveway awaiting service and another customer would have to circle the block two, and maybe three, times before the driveway would be open. This was no good. Many customers drove off. I know I lost several good customers on account of the arrangement."

They are back with him now and they've told him their reason for drifting away.

"About 70 per cent of our customers are women," Lopez said. "Practically every one of them is driving a late-model car."

What attracts the feminine trade? The same "little things" that attract any trade. Plus, of

(Continued on page 102)

Customers appreciate the sequence of conveniences and considerations shown in these four photos: 1. Ample parking space. 2. Prompt attention. 3. Modern equipment that the operator obviously understands and uses. 4. No waiting for bills.



1938 CHEVROLET Sedan—Speedometer reads 100,000 miles
and pushed over half that distance. It must have been
in the cook shack when it wrecked—It sure is a mess ... \$ 177.17

1937 Ford One-half Ton Stake Bed. A Good Fishin' Car.
If you can get it out to the creek and keep the motor
running it will smoke the mosquitos out of an area
about Five miles square. A lot of territory, eh? Yeah,
Brother and a lot of smoke too. It's only ... \$ 99.99

“Hillbilly” Ads— But They Sell

By Ernest W. Fair

WHEN a used-car classified-ad campaign is good enough to reduce a \$40,000 inventory to \$14,000 in less than six months for a dealer in a town of 39,000 population, it's a good campaign!

Carl Logan, Logan Motor Co. (Dodge - Plymouth), Muskogee, Okla., did it with unusual advertising that pulls business from 50 miles away and seldom leaves any used car, no matter how bad, on the lot a month.

The advertising, carried in the local papers, is generally a two-column, eight-inch-depth size in the classified section.

Copy is always humorous and, most important of all, Logan pointed out, it tells the truth about the cars which it offers. He said he has found these cars can be moved faster by telling the truth in a humorous vein than in any other way. In keeping with the tempo of the copy, all prices are in odd cents as well as odd dollars.

“This type of advertising gets all kinds of people to reading your advertisements every day,” Logan

said. “In fact, they'll search it out on the classified page. Soon it gets to be a habit and they never miss it. Sooner or later their curiosity gets the best of them and they come down to see if these cars are as bad as we say.

“They find out that the cars are still good buys and they also get interested in the top-notch used cars we have, but which we seldom offer in our advertising.”

He explained that if the used car taken in on a trade is an absolute wreck, you can say so in this type of advertising and, what is more important, you can sell it with this type of advertising copy.

Logan never reconditions such cars. He pointed out that he would rather sell one for \$100 less and let the buyer do the reconditioning. Not reconditioning old cars also gives him a price advantage; and price, he pointed out, is the main factor in selling used cars of older vintage. The average customer is more concerned with price than he is with the car, Logan related from his experience, since the average buyer of a very old car generally does all of his own repair work.

Logan believes every dealer, whether in small town or metropolitan city, should keep his used-car inventory at the lowest possible figure today and he works

Carl Logan (left) looks over a new model with a customer. The ads bring in a number of prospects for new units, as well as used cars.



toward that end with his advertising.

"You have a heck of a time making a profit out of a used car any more," he said, "so the safest thing for any dealer to do is move them as fast as he can at as low a profit as he can operate with. Building an inventory of used cars on a gamble for a higher-priced market is a thing of the

THE FEED TROUGH WAS EMPTY

The mules were hungry — the snow was deep — weather was cold. The harness was on the road — we couldn't work. The mule drivers were hungry too. The men from the bank said something had to be done (a mule driver could see — a mule driver could say — that the mules were hungry). They didn't leave us anything but the cook shack — bunk tent — harness rack and horse stalls. It looked like we were in for a hard winter. If we don't sell some of these used cars and trucks, we'll be like history — we'll be the last ones to sell.

Did you ever drive a mule — a typical six-hundred-mile canyon mule — just as bulky and stubborn as their names? If you ever arrived at your destination, you were in for a hard winter. The first car to sell in this lot was the first car to sell in this city — 1938 Plymouth 4-door Sedan. \$799.03

Now tell us this old chariot and we do mean you take it — we don't want it — We've seen much in better condition than this that ended up in a scrap or grave factory — It's a 1938 Ford 4-door Sedan. \$899.18

TRUCKS TRUCKS TRUCKS TRUCKS TRUCKS

We have 18 to choose from — 1½ Ton pickups to ten-ton tandem cabs — 1940 to 1951 models priced from \$169.00 to \$399.95

1950 Dodge 1½ Ton pickup as good as you will find anywhere or anywhere else — you get new car performance of used car price. \$1144.11

1945 Dodge 1½ Ton Cab & Chassis — an ideal farm truck and a typical Logan Motor Company bargain. \$499.95

ROLL ON MULE TRAIN

Yes and roll on for many thousands of miles of trouble-free driving in this city. 1949 Dodge Coronet with Gyromatic drive and loaded with extras. \$1499.95

1948 Plymouth DeSoto 4-door Sedan with a new engine and a new Dodge motor. Many more extras — What a great value at a great price. \$1125.00

MANY MORE TO CHOOSE FROM — Come in, see them. Be courteous, competent salesmen to show you and explain on easy terms.

LOGAN MOTOR COMPANY

BROADWAY AT 6TH

PHONE 6448

Occasionally the newspaper ads feature newer cars and trucks instead of the older models. But the humorous type of headline and lead are used to attract the attention of the many people who have told Logan that they always read his ads just because they enjoy the frank, unusual description.

past, particularly on the older used cars. Only with a program such as ours, we believe, can a dealer even be sure of breaking even."

He keeps one salesman and a porter on the used-car lot all of the time. The porter's job is to keep circulating among the used cars with a dust rag and polishing cloth. A car may be nudging close to the junkpile, Logan said, but if it isn't clean and doesn't have at least a little shine, the prospect will shy away from it.

Logan has found that his style of advertising has done more than just keep the lot cleared of the older models.

The humorous advertising of used cars also has brought in many new-car prospects to the agency, Logan said. People have

OLD JOE AND KIT BROKE THE DOUBLE TREE

So we hung the check lines on the hames, unbuckled the hame strings and belly bands, slipped the collars off, unbuckled the throat latches on the blind bridles and hung them on the rack. The bank came out and got the mules but didn't take the harness. Now we got some cars and trucks that I thought they belonged to the bank, but they said NO. We would have to sell them. I told them about how the mule deal worked. They said no — your mule driving days are over, (I am not so sure about that) and you got to sell these cars and trucks —

SO HERE GOES

1948 CHEVROLET 1½ ton cab & chassis, heavy duty frame and springs 2 speed axel, good 825 tires, guaranteed, 93 H. P. Motor \$895.95

1942 CHEVROLET ¾ Ton Pickup - Exceptionally clean - Good tires and motor \$394.39

1940 FORD ½ Ton Pickup - Ragged but Ready. If we had the mules we would deliver this one \$157.14

1945 INTERNATIONAL 2-Ton, 2 Speed axel, A Big Pile of Iron \$129.27

1947 CHEVROLET 3 Passenger coupe. The original owner's wife was leaving him in this car. It broke down 10 miles out. He was disappointed that she came back — so he traded it for a new Dodge in case she started again \$777.77

1949 DODGE Coronet town sedan, with Gyromatic, Loaded with extras - a local one owner car, original in every detail - See us for a trade you will like on this one.

1938 FORD Tudor. This one came in for an oil change. The owner kept the oil and changed cars. It will really make walking a pleasure \$89.89

1939 CHEVROLET 2-Door. Won't leak - It's covered with two mortgages. You take up the first and we will lift the second. "This is not the banker's other car" \$169.09

1938 PONTIAC Sedan. It's been renovated, Fumigated - and almost exterminated. \$74.44

LOGAN MOTOR COMPANY

6th. & West Broadway

Tel. 640

Here's a typical example of Logan's used-car ads.

developed the habit of reading the descriptions, enjoyed them and decided they had to see a used car that could be as bad as some of those described. Many a new-car sales has begun first on Logan's used-car lot, the buyer being brought there solely through this classified advertising and then sold on a new car rather than a used one.

Last year he sold 150 new cars and 90 trucks.

Logan gives a 30-day, 50-50 guarantee or 1,000 miles on any clean used car. If the car is one of those generally described in his classified advertising, he gives no guarantee and the salesman writes the words "No Guarantee — As Is" across the face of the sales ticket given the buyer and thus keeps down possible kickbacks. He also stresses in his advertising that such cars carry no guarantees.



Wrecks Built This Shop

A mechanic can have his own shop if he will work hard and specialize on rebuilding wrecks, this Texan found.



Jimmie Albright (above) and his former partner began with \$600 they borrowed, a screwdriver and a pair of

pliers. Now Albright works 12 men, in and out of the shop, and processes an average of 40 cars every week.

AS LONG as the gasoline holds out there will be wrecks, and an opportunity for ambitious young mechanics to grow into independence in shops of their own.

That is the opinion of Jimmie Albright, who has specialized in repairing and rebuilding wrecks for 22 years, come New Year's Day. He left his job as a tool boy for a dealer and started with a partner on January 1, 1939, in a shop still known as the Rip and Jimmie Garage in Dallas, Texas, although the partner withdrew in 1934.

It is about the only independent body shop specializing in wrecks left in Dallas, because competition has steadily grown keener over the years, to the point where Jimmie has had about enough.

Such a shop is a project for a young man, says Jimmie, but

By Baron Creager
Southwestern Editor

even with youth on his side, there are some "ifs" between any ambitious young mechanic and settled success as a wreck specialist. He must have an indestructible physique and an alert, ever-active mind. He must have fortitude to endure vicious competition. He must be able to sell himself and his work to insurance firms and individual customers. He must develop a knack for dealing with people and, above all, he must enjoy working at top speed, all the time, under pressure.

If a young man has all those qualifications, then he may make a go of repairing wrecks—if he can get the parts.

"Let me show you how compe-

tition is in this business today," suggested Jimmie.

"There was a car in here, not such a big job, on which I had bid \$130. Well, they sent in an estimator from some dealership and do you know what his bid was? Exactly \$50.50. Now, anybody can see that couldn't be right.

"It's competition that has run nearly everybody else out of this business in Dallas. It's pretty tough and I have just about had enough myself.

"It's been getting tougher since the dealers seemed to find out during the war about this wreck business. Of course, I don't criticize dealers for coming in. There's plenty for all of us for there will always be wrecks. At the rate things are going, there are more

(Continued on page 99)

Factory and Dealer Can Improve Relations

By ALTON M. COSTLEY
President, East Point Chevrolet Dealer, Inc.
East Point, Ga.*

WHAT are the causes of bad relations (between factories and dealers) if and when conditions exist? Here is where my observations come in.

I have talked to many dealers just as you have. My guess is that you and I have gotten about the same kind of conversation regarding our factories.

However, since most dealers do not desire to be quoted on this subject, let's go back to this piece of stone that we have labeled factory-dealer relations and look at it again. Let's go to the side labeled dealer and see if, by calling that side the average dealer, we can coax anything out of him as to his feelings about his factory.

When we question Mr. Average Dealer as to what is actually on his mind, he will explode once or twice about politics, world conditions and his own business in general but, sooner or later, under a continuing conversation, he will get around to his factory. If we prod him enough and he feels rather free in discussing his relations with us, my observation has been that his first complaint is a series of little things. Mere pin pricks if you will. He ordered a four-door sedan and got a business coupe. He ordered a pick-up truck and got a long wheelbase cab-over-engine. He reluctantly

agreed to buy 600 pieces of direct mail but was sold 2,000 instead. No one was able to explain where his advertising money went. He couldn't understand why he had cars tied up in his service department for want of parts and other dealers were turning out more and more service sales . . .

Probably one of the finest things that has happened to this industry in the last ten years has been the organization, by all but four of the manufacturers, of dealer councils. These councils are the place to iron out any difficulties such as those mentioned a moment ago. Here a dealer may speak out as a member of his own family. Here he may counsel with his own people about his worries and, here, he may offer suggestions to cure them or find reasons for their existence . . .

As time goes on, undoubtedly, these councils will handle most of our small worries. But let's keep talking to this average dealer. Has he revealed all of his troubles to us? Further questioning of the average dealer, particularly under favorable circumstances, will reveal that he thinks he has other

Mr. Costley



*Abstract from an address on factory-dealer relations before the Automotive Trade Association of Virginia convention at Richmond late last month. The speaker is a past president of the Georgia Automobile Dealers Association and has been a kingpin in representing NADA at congressional committee hearings.

troubles. He wonders what will happen when next year's contract comes up for signing.

He shudders to think of more dealers being added in his territory, or outside dealers invading his zone of influence. He expresses deep concern about what will happen to his business and his life's savings if he should suddenly pass out of the picture. He wonders if he doesn't do all of the things that someone suggested that he do, will his contract be cancelled.

Yes, these things hover over him. He will admit to you that he doesn't really know anyone who has been cancelled by the factory, or if he does know a couple, he probably would admit that the conduct or position of cancelled dealers was such that he would have done the same thing had he been the general sales manager of the factory.

Lightning May Strike

Yes, even though he realizes that lightning probably will not strike him, he still lives in dread of it. He knows the possibility is there just as he knows that the chances are seven to one that cancer will never attack him, still he dreads cancer. So we must come to the conclusion that probably the greatest thing that bothers dealers today is the knowledge that these things are possible and the fear that, at some future date, they may be used against them . . .

There are two remedies for this fear that seemingly exists in many dealers' minds. No. 1 is the replacement of doubt by confidence. No. 2 is the elimination of the possibility of some of the things mentioned.

The first has already been done by one of the greatest companies of our industry. I refer to General Motors and its organization of the General Motors Dealer Relations Board. Here a dealer who has become the victim of one of the fears of his franchise may appeal the decision of the manufacturer or division. His appeal is directly to the top management of the corporation and not to the sales end of it. Here the dealer has an opportunity to present anything that he feels jeopardizes his equities and, here, General Motors' top officials sit as competent judges not influenced by the general sales manager's deci-

(Continued on page 101)



"Dual-Range" Drive Used on Pontiac

A NEW power train with dual-range Hydra-Matic transmission and low-reduction axle is featured in the 1952 Pontiac models, introduced early this month.

One range has the normal first, second, third and fourth Hydra-Matic gear speeds for country and boulevard driving. The second is a new first, second and third gear range particularly adapted for driving in congested traffic and hilly territory.

When driving in the traffic

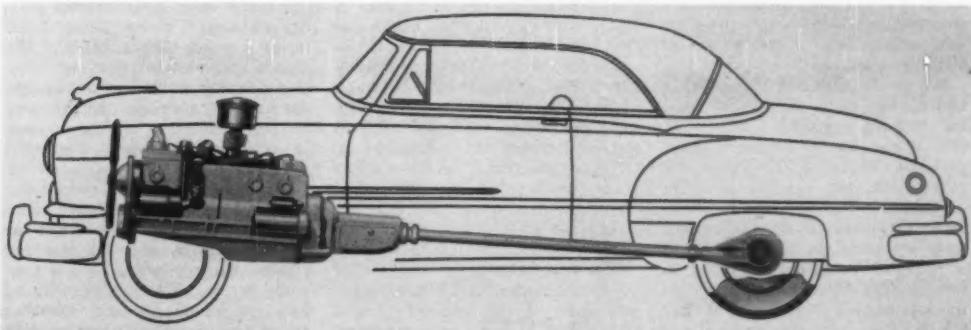
range, the car normally will remain in third gear. This produces three results that make it adaptable to mountainous and traffic driving. Pontiac engineers said:

1. The car operating under normally greater reduction is more flexible in normal city traffic.
2. Engine braking is increased on steep grades.
3. Because of the greater reduction in the gear box, it allows for a lower rear-axle ratio.

With the new drive, the rear-

Basis of Pontiac's "dual-range" performance is the re-engineered power train, consisting of higher-com-

pression engine, dual-range Hydra-Matic transmission and a lower rear-axle ratio of 3.08 to one.



axle ratio is 3.08 to one, compared with 3.64 to one on the previous model. Reduction in third gear in the new Hydra-Matic is 1.45 to one, giving a final drive of 4.46 to one. This permits the car to accelerate more quickly and assists in braking.

From the driver's standpoint, the selection of drive range is achieved by simply moving the selector lever.

If for any reason it is desired to shift down to a lower gear ratio, as when passing a car on an upgrade, pressing the accelerator pedal completely will accomplish the downshift in either range.

Featuring a compression ratio of 7.7 to one, the six-cylinder engine has a horsepower rating of 102 at 3,400 rpm and the eight-cylinder a rating of 118 at 3,600 rpm. Ratings of previous models were 100 and 118 horsepower. A lower compression of 6.8 to one is standard with the synchromesh transmission.

A redesigned generator frame makes possible more accurate spacing of the gap between the armature and the field, reducing hum and improving performance. Improved armature shaft, better brush-holder mounting and provision of a better bearing-lubrication system are other features.

A smaller fuel pump, redesigned manifold heat control valve shaft, motor-driven radio antenna, tinted glass and a "flipper" seal for the Catalina hardtop are other changes.

The line includes five standard models, five deluxe models and the Catalina hardtop. New color combinations and refinements in interior and exterior styling mark cars in both series.

November 7, 1951

Mr. Richard Roe
333 Lee Street
Staunton, Virginia

Dear Mr. Roe:

In checking our service record on your Chrysler car, we find that it is now time to have the universal joint greased (repacked with universal-joint lubricant) which should be done after each 8,000 miles of driving.

To neglect this service may cause you trouble and expense as the joint may wear out from lack of grease as this work is not taken care of with a regular 1,000-mile lubrication job.

Trusting that we may have the pleasure of rendering you this service in the very near future, we are

Yours very truly,

FARLEY MOTORS

By GUY O. FARLEY
Owner, Farley Motors (Chrysler-Plymouth), Staunton, Va.

WE HAVE built our business on direct mail—and, largely, on personal letters and postcards signed by me or one of the supervisors, calling attention to services due an owner's car.

Our complete record of services on every customer's car is our guide in sending out mail. The record details precisely what was done on the car, date and the speedometer reading.

On the basis of these records, we notify a customer when universal joints should be packed, when the tires are due for crisscrossing, when a motor tune-up, lubrication, brake job or wheel alignment is due.

We go through our files weekly and on the basis of mileage send out notices regularly: every 8,000 miles for a universal-joint packing, every 1,000 miles for lubrication, etc.

Results? We had two mechanics in October, '50. At the present time we have six mechanics and a helper. We need that many to handle the 200-per-cent increase in labor-sales volume that has taken place over this period.

Our Shop

mended an oil change, new oil-filter cartridge and tire crisscrossing. Her repair order came to \$6.25 above the \$1.25 lubrication job we had called the car in for.

In another case we notified a Staunton resident that he might want to take advantage of a wash job. Upon inspection of our record and after the washing we could see that he was due for a polishing. We pointed this out to him and he took us up on our recommendation.

When we gave Mr. Y——'s car a washing, we looked the car

The mailing pieces reproduced here are typical of the cards and letters that Farley sends out after weekly checks of service records. Response is 70 to 75 per cent.

Now it is true that we expanded our facilities last January, but it is direct mail that brings the customers in.

We have a personal postcard for each service. Cutting our own stencils and mimeographing all postcards, we have a monthly expenditure of \$15 for direct mail on a service list of 500 names. A clerk who fills in with other duties handles this department.

Direct mail, we find, pays many times over. We average between 70 to 75 per cent response on any mail pieces we send out. On 50 per cent of the cards brought in, we find additional services other than the service we summoned the customer in for.

Let me give you a few examples:

We sent Mrs. E—— of Staunton notice that a lubrication was due. From our record and inspection of her car we recom-

Welcome to Staunton!

Name _____ Date _____

Upon presentation of this card the bearer is entitled to one complete lubrication job on your car free of charge at Farley Motors' modern Mobil Service Center, located at the corner of Greenville Avenue and New Streets.

(Not transferable — good for thirty days.)

License No. _____ Make of Car _____
FARLEY MOTORS
Mobil Service Center
By _____ Mgr.

over after studying the record and sold him a wheel-balancing job, crisscrossing tires and universal-joint packing—an additional \$8.90 in services above the washing for \$1.25.

What we try to establish after each customer's visit is his driving habits so that we can gauge our direct mail in accordance with his mileage. Some drive 3,000 miles a year, others 30,000. We watch speedometer readings over a six-month period and average the monthly mileage. In this way we come closer to hitting correctly on services when they are needed.

On our card file we record the mail we send out. If we have sent Mr. Y—— two or three mailings and he has not turned up, we write him a personal letter. We inquire why he has not come in and whether there was any dissatisfaction with

Business Was Built by Mail

our service. I sign the letter. If I should be away, the service manager signs it.

I have had a great deal of comment on these letters. People are pleased to learn that they have actually been missed out of the many car owners rolling in and out of the shop. In the case of long-standing, regular customers who do not respond to correspondence, the service manager or I will stop at their homes or places of business to pay a personal visit to find out what has gone wrong. The authority we

up of needed services, a shop gives the impression of being on its toes with every car. It says in effect: We know what is happening to your car even when it is nowhere in sight.

Direct mail also accredits a shop of responsibility when something goes wrong with the car, where notices have been disregarded by the customer. A shop can always point to its record, clear with the customer his own neglect to have wheel bearings repacked or spark plugs changed and establish itself anew as a responsible guide in car

maintenance and repair.

We have other forms of promotion—a Sunday radio program called "Repeat It, Please," in which money prizes are given for the repetition of a key sentence: "Welcome Wagon" for newcomers to town who are willing to take advantage of a free car lubrication, and daily ads on service or new and used cars in the local newspapers.

However, we believe that direct mail is by far the most effective and most inexpensive promotion

(Continued on page 103)

Dear Customer:

According to our service record on your car, it is now time to have the engine thoroughly tuned up.

Our factory-trained mechanics use the most modern equipment available for this work which will better enable them to render this service.

We look forward to seeing you soon.

FARLEY MOTORS

Director of Service

ANNOUNCEMENT

Since moving into our new location at 107 South New Street, we have installed a new globe Hydraulic Auto Hoist and all new Balcaran Lubrication equipment of the latest type. We are now ready to take care of your lubrication needs on any make car. Mr. Harry Nichols, who has had 35 years' experience in automotive work, is in charge of our lubrication department.

We'll be looking forward to seeing you soon.

FARLEY MOTORS

carry impresses them more than if one of our salesmen dropped by. It shows them how much their patronage means to us. We make on an average of one or two personal calls a week.

You will notice that we never call by telephone, or I should say, very seldom. We think the sudden interruption may displease. Direct mail fits in more with the average person's routine.

Where dissatisfaction is the cause of absence, I make every effort to find out exactly what has gone wrong. I talk it over, suggest that the customer drop by to let us make adjustment. We assure the customer that everything will be done to settle the matter amicably, that I personally will be on hand when he drives in. This personal interview usually brings back three out of four customers.

There are other advantages to direct mail. By efficient follow-

November 6, 1951

Mr. John Doe
111 Lee Street
Staunton, Virginia

Dear Mr. Doe:

In checking through our service files we find that you have had your car serviced here several times.

We know that no one dealer should expect to handle all the automobile needs. We do try, however, to make permanent customers of those who come in by doing our best to satisfy them.

We want to thank you for this past patronage and we would appreciate any service we may be able to give you in the future.

Cordially yours,

FARLEY MOTORS



NEWS BRIEFS of the



Paul R. Lauritzen (at top, left), Nash dealer of Richmond, was elected president at the annual convention of the Automotive Trade Association of Virginia Nov. 26-28. Other officers are (l. to r. at top): Charles T. Moses of Appomattox, third vice-president, and Waverly G. "Rock" King of Richmond, secretary-treasurer; bottom row, Harry W. Bendall of Alexandria, first vice-president; J. J. Stump of Norton, second vice-president; John E. Raine, general manager, and David L. "Pete" Raine, assistant manager and a member of the council.

Senator Byrd Sees Move To Double Excise Tax

THE president is going to ask for more taxes on the automobile people. He is going to ask for about 20 per cent on cars instead of the present ten per cent (excise)."

That prediction came Nov. 27 from U. S. Senator Harry F. Byrd, a recognized authority on federal government spending and taxes, in an address before the convention of the Automotive Trade Association of Virginia which set a new attendance record.

Indications are that in the next fiscal year the government will run a deficit of 20 to 25 billion

dollars, the Virginia statesman said. "We can't carry the world on our shoulders abroad and the New Deal on our backs at home," he declared.

He was introduced by Governor John S. Battle, who brought down terrific applause when he mentioned Byrd as presidential timber.

Attendance approximated 900, or about 50 more than the record chalked up last year.

New directors are C. Rosser Massey of Fredericksburg, Seaborn J. Flournoy of Norfolk, Paul R. Lauritzen of Richmond, George A. Newman of Farmville, John C.

Swanson of Danville, Henry Rutrough of Roanoke, Guy O. Farley of Staunton, D. D. MacGregor, Jr., of Charlottesville and George Spinks of Bristol.

Hold-over directors are Walter H. Rogers of Hampton, Henry G. Luhring, Jr., of Norfolk, Willard A. Mooers of Richmond, Charles T. Moses of Appomattox, W. G. Stoneman of Martinsville, R. Carey Mountcastle of Covington, Frederick M. Ritter of Winchester, Harry W. Bendall of Alexandria, J. J. Stump of Norton and these directors at-large: Walter J. Wilkins of Norfolk, Waverly G. King of Richmond, Landon R. Wyatt of Danville and Tom Frost of Warrenton.

Meetings of dealers by franchises opened the three-day convention. Among the speakers were Capt. William L. Groth of the Virginia state police; Ray Chamberlain of NADA; Howard A. Bellows of General Tire & Rubber Co.; Dr. Kenneth McFarland, lecturer; Ham Marks of Marks Machinery Co., Wilmington, N. C.; Walter J. Wilkins, NADA director for Virginia; Thomas R. Reid, director of information, governmental affairs, Ford Motor Co.; James C. Moore, general counsel for NADA, and a dealer panel composed of:

Harry W. Bendall of Alexandria, J. V. Booth of McKeesport, Pa., Ephraim Brenner of Harrisburg, Pa., P. R. Lauritzen, Alex McClinchie, Jr., Pittsburgh, Pa., Jack Steele of Raleigh, N. C. (who is president of the North Carolina Automobile Dealers Association), and C. E. Snyder of York, Pa.

James D. Arrington, editor and publisher of Collins, Miss., addressed the closing luncheon.

Floridians Change Dates

The 1952 convention of the Florida Automobile Dealers Association will be held Oct. 19-21 at the Sans Souci Hotel, Miami Beach, instead of Nov. 23-25.

AUTOMOTIVE — INDUSTRY



Know about Related Fields, Texas Association Is Told

By Baron Creager
Southwestern Editor

FACTORS influencing use and sale of automobiles are pyramiding to such extent that today's franchised dealer must keep abreast of developments in a dozen related fields, according to speakers at the 34th annual convention, Texas Automotive Dealers Association, November 2 to 6 at The Shamrock, in Houston.

As pointed out, among the bigger dealer stakes are highway safety, more adequate highways, trends in Washington, D. C.—"district of confusion"—and individual public relations.

"Congestion and accidents on the highways are encouraging people to leave their cars at home," warned M. R. "Bud" Darlington, Jr., managing director, Inter-Industry Highway Safety

Committee, who added that "buses, street cars, trains and planes are all competing for your business. Every convert to another type of transportation means less miles driven by an automobile."

Citing last year's traffic record of 35,000 killed, 1,200,000 injured and a \$3,100,000,000 economic loss, Darlington said the first nine months of 1951 showed an 8 per cent increase over the same months last year, with Texas showing a smaller, 6 per cent gain. Noting that 28 per cent of all fatalities involved drivers under 25, Darlington urged more dealer participation in driver-training programs.

Karl M. Richards, representing AMA, said that "Inadequate roads may become a limiting factor in future auto sales unless highway development is encouraged more actively on a long-range basis. If the total highway expenditure for the last decade were figured in present dollars, the total is 18 billion less than if expenditures had been maintained at the 1940 level." He pointed out that 92 per cent of all passenger cars are essential tools in the economy.

Using significant introductory words such as mink coats, 12-pound hams, degeneration and deterioration, Democrat Alan Shivers, governor of Texas, told dealers:

"I agree with Colonel Simpson —no government should be the master of a people. No centralized government, telling people what to do tomorrow, can be good. You can have the best government you deserve and you'll

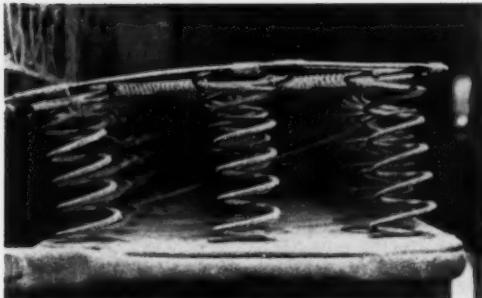
It's BIG Business!

If you should still have any doubt as to the waistline of this industry of ours, consider that on these facing pages are reports on two conventions of state dealer associations whose members in each case outnumber the membership of many national associations in other industries.

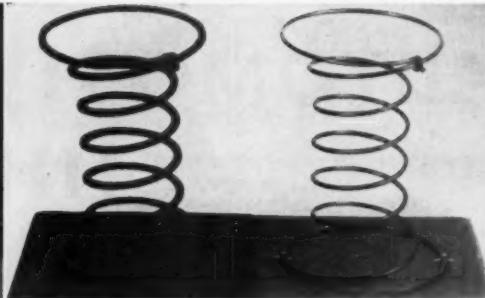
The Texas Automotive Dealers Association exceeds 1,600 members—the biggest thing on a state level in the automotive South. The Automotive Trade Association of Virginia has a total of 1,062. It is closely led, incidentally, by the North Carolina Automobile Dealers Association's 1,081.

Officers of the Texas Automotive Dealers Association are (l. to r.): Seated, C. P. Simpson, retiring president, and his successor, Harry Kelly of Austin; standing, W. A. "Cap" Williamson, first vice-president and manager, and E. J. Pennington, third vice-president. Second Vice-President E. A. Kinsel is not shown.





Time was when automobile seat springs were individually wrapped in burlap. This quieted them down a little—at least until the burlap slipped. The new way to silence them, and for good, is to coat them with an adhesive, then with rayon flock—rayon fibers so



short and fine it takes 250,000 to cover a square inch. Technicians of Cellusuede Products, Inc., L. A. Young Spring & Wire Corp. and American Viscose Corp. worked out this new silencer for springs which is the newest of many industrial uses for rayon flock.

probably have the worst you'll tolerate, and if you don't like it, do something about it." Shivers is a possible candidate opposing U. S. Senator Tom Connally.

Previously, Col. C. P. Simpson of Houston, association president, had spoken critically of the "present grafting, socialistic brand of leadership." Declaring not one complaint had come from a dealer on reduced car and truck shipments, forced by the national emergency, Simpson said, however, "We do resent efforts of some of our Washington crystal-ball gazers to meddle in our affairs." He commented that dealers, with a one-year franchise, are not as smart as factory unions, who get five-year contracts.

Felix Doran, Jr., of Dallas, only dealer with a featured spot on the program, discussed public relations and advanced a six-point program for getting better acquainted with customers. At one point in his address he related that when he stood by the cashier's window he "got an eyeful of sloppy, discourteous, indifferent treatment of service customers, as well as an earful about the bill, all because of the poor handling by service salesman and cashier." He suggested every dealer stand for 15 minutes near the cashier.

After the convention Doran reported this thought made a lasting impression on dealers attending, many of whom thanked him for the suggestion. "The trouble is," Doran commented, "that so many of us have nice, air-conditioned offices and don't want to leave them to find out what's going on."

President Simpson, who told

the convention he had been cured of cancer, was instrumental in arranging a singular feature, appearance of Frank C. Smith, president of the Texas division, American Cancer Society. Smith, also cured of cancer, sought widespread drive support.

Dick Price of Dallas, NADA director for Texas, reported on the industry-relations committee and a seven-point program, saying there is "no such thing as a historic discount, it is a customary mark-up." He said committee work is absolutely useless unless dealers are more vocal in their support.

Inspection Law Discussed

Homer Garrison, Jr., director of the Texas Department of Public Safety, and G. W. Busby, chief of the motor vehicle inspection division, discussed the new Texas vehicle-inspection law expected to go into effect about mid-December. Some dealers expressed alarm, lest long lines of motorists seeking inspection disrupt service operations.

M. Robert Deo, managing director, NADA, discussed "The Washington Scene;" William J. Rogers, regional director, U. S. Department of Labor, spoke on wage stabilization; "The Dealer and His Finance Company" was the topic of Elliott Taylor, Pacific Finance Corp.; Joseph F. Leopold reviewed the tax loopholes in the cooperative set-up and John K. Herbert of NBC plugged radio advertising.

One of the resolutions adopted as urged by Joe Mitchell of Waco for the committee calls on NADA to create a public-relations committee. And in closing minutes

of the meeting a steam roller, ably manipulated by G. M. Green, El Paso director, rammed through selection of the extreme west Texas metropolis as site for the 1952 convention.

Following custom, the association directors promoted officers, moving Harry Kelly of Austin from second vice-president to president and E. A. Kinsel of Beaumont from third to second vice-president. E. J. Pennington of Galveston is new third vice-president and W. A. "Cap" Williamson is perennial first vice-president and manager, with Tom Crooks as assistant.

Newly-elected directors are: W. T. Ryan of Fort Worth, Clayton Lewis of Marshall, Hudson Davis of Borger, E. A. Poe of San Antonio, Graham Myrick of Galves-

"Looking Ahead"

The calendar of meetings coming up in the future, which usually appears on this page, will be found this month on page 129.

ton, H. D. Fulwiler of El Paso and George Jones of Refugio. Re-elected were F. L. Randel of Wichita Falls and Earl Hayes of Dallas.

Holdover directors are: Clyde Westbrook of San Angelo, Bill Hale of Odessa, Howard Kuhlman of Austin, John Pipkin of Brownsville, T. C. Shepard of Plainview, Tom J. Dromgoole of Laredo, Charles R. Hempel of Orange, R. J. McMaster of Longview, Fred Hughes of Abilene, B. B. Brown of Houston, F. D. Mitchell of Waco and L. A. Howerton of Paris.



Grand Central Palace (left) will be the scene of the equipment exhibition at the NADA convention in New York and the Waldorf-Astoria (right) will be the headquarters hotel for a number of the other events.



5,000 Southerners to Attend NADA Meeting at New York

AROUND 5,000 automobile dealers and others connected with the industry in the Southeast and Southwest will attend the convention of the National Automobile Dealers Association Jan. 27-30 in New York, judging by advance registration lists and comparisons with attendance in past years.

The 1952 meeting is expected to draw the largest total attendance in NADA history. Advance registrations indicate that more than

12,000 dealers, service personnel, factory representatives and others in the industry will attend, reported William Frame, Mineola, L. I., chairman of the convention committee.

While official convention headquarters is the Waldorf-Astoria Hotel, much of the actual "meat" of the convention will be digested at the 34th Street Armory, New York City.

(Continued on page 129)

Among the Southerners who will participate in the NADA convention are (counterclockwise): R. S. Abbott, Alexandria, La., regional vice-president; Turner A. Summers, Louisville, Ky., regional vice-president; H. Mead Norton, Oklahoma City, Okla., regional vice-president; J. Sexton Lloyd, Daytona Beach, Fla., regional vice-president and first vice-president, and Hal Smith, Atlanta, Ga., who will participate in the truck clinic. At lower right is Ray Chamberlain, Convention manager.



Southern JOBBERS AND FACTORY MEN

Finding the Leaders within the Ranks

A Texan tells why he picks his salesmen and managers from his employees, rather than bringing in experienced outsiders.

“You can't buy loyalty,” said J. W. Spence, general manager, Joe Ward Co., Waco, Texas. “And loyalty among the members of an organization is a priceless asset.”

Loyalty, Spence has learned, is an intangible factor that grows with association and the employee's desire to identify himself with the organization and his co-workers.

“But not all men,” said Spence, “are of this caliber. By our policy of promotion from within the ranks we weed out the undesirables before they are entrusted with any responsibility.”

Spence recalled an experience he had with a new salesman quite some years ago.

“He came to us with a good record,” said Spence. “We immediately put him into an established territory with house customers ready made. He remained with us just a short while. But he had been working the territory long enough to ingratiate himself with the trade. When he left us, he took his following with him.”

Spence had to put another man

on a territory that had been robbed of its regular customers.

“It took a considerable time,” he said, “to build that territory back to where it was a paying proposition. And the new man—one from within our organization—built this territory back by ac-

quiring practically all new accounts.”

This was evidence enough for Spence that floaters do not work a territory for all it is worth—and they will sell out their firm upon slight provocation.

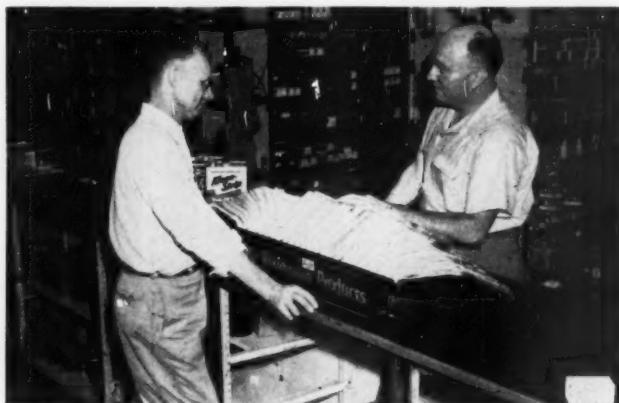
“With no sense of loyalty,” said Spence, “these soldiers of fortune will get ‘hot’ and quit for no other reason than we will not allow an exorbitant trade-in allowance on, say, some used equipment we already have too much of. Such salesmen are not for the house they represent, nor are they for the customer on whom they must depend for their livelihood. They are for themselves, and themselves alone.”

Just a few weeks back Spence put a new man on a territory.

“We took that man off an inventory desk,” said Spence. “In this case, we bypassed a counterman who was in line for the assignment because he did not want the job. He was satisfied where he was.”

It is plain to see that the employees do not have to accept promotions against their will. “In

Counterman H. G. Gillette has been with the company 34 years. He began as delivery boy and prefers the counter to outside selling.





Spence (right) maintains close touch with the operation of all departments. He is pictured with Joe Ward, Jr., son of the founder.

fact," said Spence, "we have no regular routine that forces an employee to keep going up the success ladder. Pushing an employee beyond his capacity or wish is the main reason so many promotions from within the ranks fail. For example, we now have a man on our inventory desk who does not like selling. Why urge him?"

One of the countermen at the Waco store has been with the firm 34 years. He started as a delivery boy.

"That is where they all start," said Spence. "From time to time we have openings in our shipping department. Before we actually need a man for the position we have a list of likely applicants. Going through the file of names, I phone the most likely to come in for an interview.

"We like young fellows, preferably married, between the ages of 20 and 25, draft exempt. What we look for is personality traits and character. At this point we are not interested in any particular abilities. That comes later, for the right man will fit into one of the niches in our organization."

The new man will start driving a truck—quite an ordinary beginning for a white-collar aspirant. At this time it is carefully explained to the new employee he is definitely hired as a truck driver. That is the job he applied for and he can expect to remain at that position, maybe as long as he works for the firm.

"We need responsible truck drivers, too," said Spence. "When

the man gets promoted beyond that position, he will have pulled himself up by his own bootstraps, so to speak. Length of service alone does not necessarily call for an advancement."

The new truck driver is watched for his traits.

Does he try to shirk his work?

Does he take care of the firm's truck?

Does he do his part in keeping the firm's customers happy?

Does he quickly identify himself with his firm?

Until an employee identifies himself with his firm, he cannot possibly take any personal interest in his work. And eventually the work becomes dull and routine until—without knowing why—the employee thinks of another job. Such a man always will be either a job-looker or a job-holder.

"We also operate seven branches," Spence pointed out. "In the past five years we have changed managers twice. We hesitate to place a man from our home office in our branch stores. Small-town people like local color. And our branch managers come up from within the ranks in the local store where they started at the bottom."

On an average employees have been with the firm for some 15 years.

"We work as a close-knit organization," he said. "We have practically reared our employees, brought them up in the business. They have been with us so long they have adapted themselves to our ways and they think and act as they have been trained. There is no wrangling for personal glory. By the time an employee has advanced to a responsible position, we are secure in the knowledge he will not sell us out to benefit himself temporarily. He has the respect of his co-workers and his employers and he is not going to

(Continued on page 100)

"It's really very thoughtful of you to save a small order for me, but a large one would serve the same purpose."





The Gang Gets Together at Gadsden

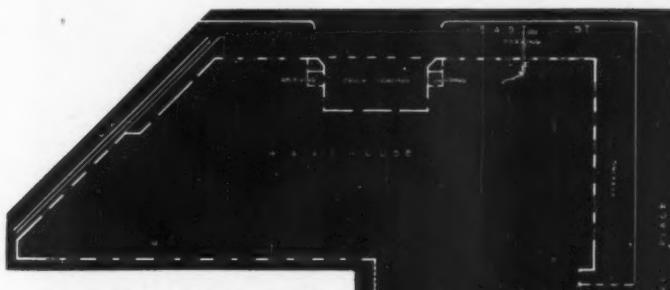
The second get-together sponsored at Gadsden, Ala., recently by the Etowah automotive jobbers for dealers, garagemen and other tradesmen tallied an attendance of more than 2,400 and was a great success, as these pictures show. A barbecue and a variety show highlighted the entertainment. Nathan M. Roberts (below), executive secretary of the Automotive Wholesalers' Association of Alabama, spoke on the services jobbers provide their trade.



Among the jobbers who sponsored the gathering (photo at lower right) were (l. to r.): Seated, Joe A. Blue, Cain, Blue & Combs; A. T. Bell, Gadsden Auto Parts Co.; W. E. McCleskey, McCleskey Brothers, and F. C. Pendley, Southern Auto Supply Co.; standing, J. H. Watson, Gadsden Auto Parts; A. K. McClure, Alabama City Auto Parts Co.; W. W. Fox, Southern Auto Supply; Tom Malone, Malone Parts Co., and W. A. Swann, Swann Parts Co. Swann was the general chairman.



A Great New Home



Ozburn-Abston & Co., Inc., formally opened November 16 its mammoth building at Memphis, Tenn. Estimated at costing around \$1,000,000, the plant embraces 107,000 square feet, including 96,000 square feet of warehouse facilities. There is parking area for approximately 70 cars. Over-all views of the layout are shown in the architect's drawing at the top of the page and the floor plan at right. Photos at far right show one of the tastefully-decorated executive offices. Panel partitions and lighting arrangement help improve employee efficiency. At the bottom of the page appear a corner of the display floor and a section of the warehouse area. Extensive displays of a variety of items are used. The firm's three local branches and 37 branch stores are serviced with parts, equipment and other automotive supplies from this warehouse. The company was founded 40 years ago, when only a few more than 4,000 cars were traveling on Tennessee roads. The original store, at Fourth and Madison Streets in

Memphis, was 18 feet wide and 60 feet long. Since 1911 the main operating headquarters have been moved to three progressively larger locations. Today the firm has expanded into an organization of 41 stores in seven states. Dunbar Abston is president, while N. Field Ozburn is the founder and chairman of the board. The latter is also the president of Ozburn, Crow &

(Continued on page 122)



SERVICE AND MAINTENANCE

Testing Transmission Electric System

THE automatic transmissions used on Chrysler, DeSoto and Dodge cars are basically the same. Should trouble develop in operation, it may generally be classified as electrical, hydraulic or mechanical.

Most frequently the trouble is found in the transmission electric

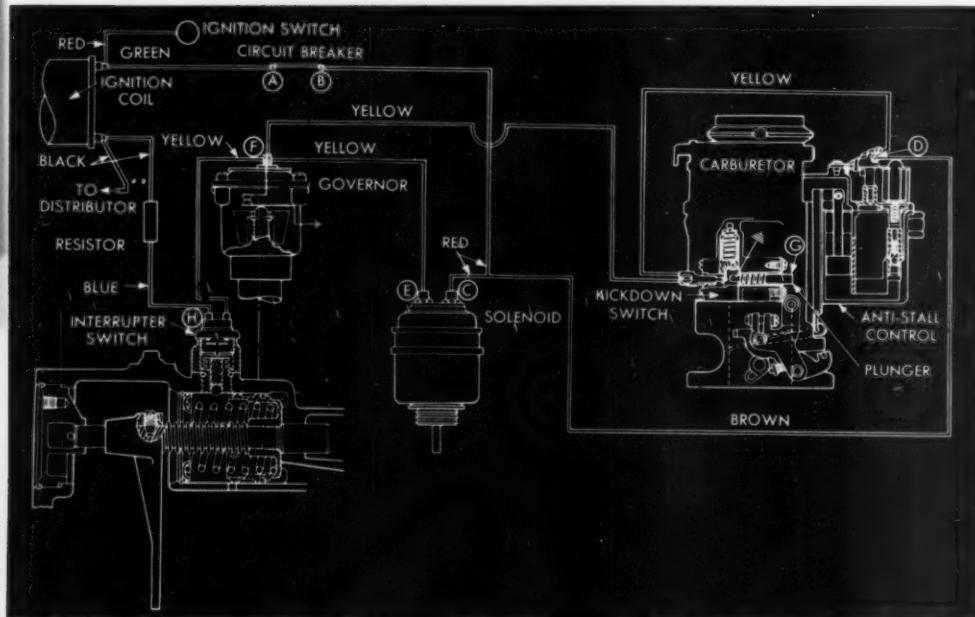
system, which is composed of governor, solenoid, interrupter switch, resistor, circuit breaker, kickdown switch, anti-stall control and wiring.

A little "know-how" in testing these units will save time and patience. For instance, we've heard of several complaints of the



By E. M. Lowery
Technical Editor

Fig. 1—Diagram for Chrysler Corporation cars.



engine stalling immediately after a kickdown when the vehicle is brought to a stop, or after a governor downshift from fourth to third gear. After such stalling, the engine may not start until the engine cools down and in some cases will not start at all.

In trouble-shooting these cases, it was found that the interrupter switch was defective, thus cutting out the engine ignition system. Should this condition exist, a simple check can be made by removing the wire from the interrupter terminal of the circuit breaker. If the engine starts and performs normally with this wire removed, the interrupter switch should be replaced. However, with this wire off, the car may be driven in third gear at slow speed until a new switch is installed. (This switch is not serviceable.)

Function of the Electrical Units

Solenoid: The function of the solenoid is to open and close the main control valve. When the solenoid winding is energized, the plunger pushes the main control valve ball off its seat and provides a passage for the full oil pump output to return to the case. When the solenoid is de-energized, the valve is closed, directing the oil under pressure behind the piston for the upshift.

Circuit breaker and resistor assembly: The circuit breaker acts as a safety device. It replaces a fuse and it will open in the event of a short circuit. It will reset automatically and continue to open and close until the necessary corrections have been made.

Mounted on the same bracket is a 12-ohm resistor. Its purpose is to prevent the ignition circuit from energizing the transmission electrical circuit. This would be possible if a resistor were not used when the interrupter switch is closed as the piston moves forward for the upshift and the transmission electrical circuit is de-energized. The resistor prevents a circuit being completed from the ignition switch through solenoid and the closed interrupter switch to the ignition points which establish a ground each time they close.

Governor: The governor is an automatic switch containing one set of points which are opened or closed by centrifugal action of counterweights. When the points are "closed," the electrical circuit

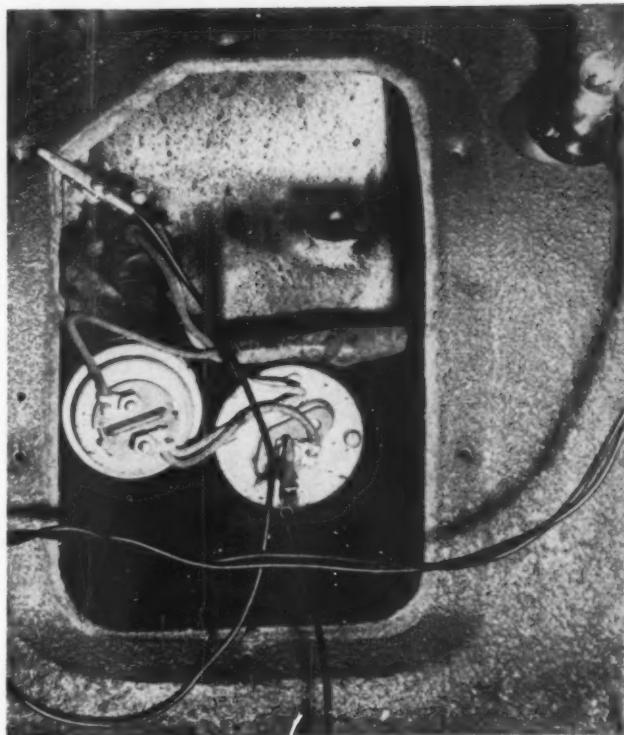


Fig. 2—Interrupter switch, governor and solenoid are reached through access cover in floorboard. Hook up for testing governor.

for the transmission control is grounded, energizing the circuit. When the points are "open," the ground in the governor is eliminated, de-energizing the circuit.

The governor is geared to the transmission countershaft gear and reflects car speeds.

The points open at approximately 14 miles per hour in third gear and eight miles per hour in first gear. They close when decelerating at approximately 12 miles per hour in fourth gear and six miles per hour in second gear.

Kickdown switch: This switch is located in the carburetor and is operated by the throttle linkage by fully depressing the accelerator pedal. It performs the same function as the governor; that is, it energizes the circuit by grounding the electrical circuit through the kickdown switch above governor speeds. Its purpose is to provide the driver with an alternate means of downshifting if additional power or acceleration is desired above the regular cruising speed of the governor. The kickdown

switch is only operative between approximately 15 to 40 miles per hour in fourth gear.

Ignition interrupter switch: This switch is connected in the circuit between the governor and the engine ignition circuit. It is operated by the direct speed shift rail piston and places a momentary ground on the engine ignition, thus relieving the load on the transmission gears while downshifting only. On the upshift of the transmission no ignition interruption takes place, as the electrical circuit for the transmission is not energized through the ground in the governor.

Testing Wiring and Units

Raise right side of floor mat and remove access cover over transmission.

A.—Testing governor and kickdown switch (Figs. 2 and 3):

Use series test lamp with lead long enough to reach from engine to driver's compartment.

1.—Connect one wire of test light to the governor terminal F

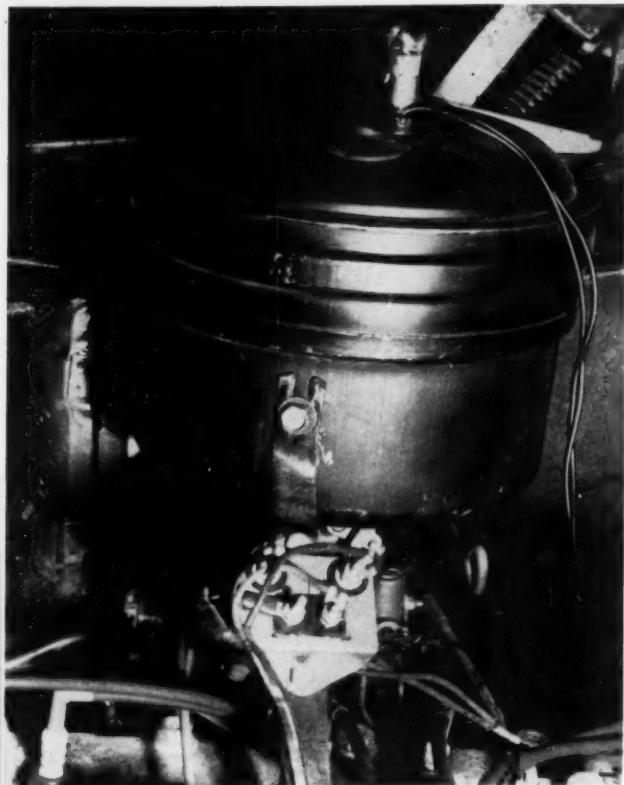


Fig. 3—Showing circuit breaker, anti-stall unit and kickdown switch. Hook up for testing kickdown switch.

(Fig. 1) and the other wire of the test light to terminal C on the solenoid. Turn on the ignition.

2.—Start the engine and with both rear wheels off the floor, place the transmission in forward speed high range, and accelerate car speed to approximately 14 M.P.H.

3.—Accelerate car speed between 15 and 40 M.P.H. Push in the kickdown switch by hand.

Normal results:

1.—Test light should be "on," indicating the governor points are closed.

2.—The test light should go out and should go "on" again when the car speed is reduced to approximately 12 M.P.H., indicating the governor is operating satisfactorily.

3.—The light should go "on" again, indicating the kickdown switch is operating satisfactorily.

B.—Testing solenoid:

1.—Hold a soft steel tool to the solenoid body. Turn ignition on and off.

2.—With the ignition switch on, connect test light to solenoid terminals C and E.

Normal results:

1.—A definite magnetic pull should be felt on the steel when the ignition switch is "on."

2.—If no magnetic pull is felt, but the light is "on," the solenoid is at fault and should be replaced.

C.—Testing interrupter switch:

1.—With rear wheels off the floor and the transmission in high

range, remove the blue wire from the interrupter switch H and connect one wire of the test light to the interrupter switch and the other test light wire to terminal C on the solenoid. Accelerate and decelerate between 8 and 15 M.P.H.

Normal results:

Through deceleration only from approximately 12 to 10 M.P.H. the test light will light with a very faint glow and can be seen by hooding the test bulb with the hand.

D.—Testing the resistor:

1.—With engine running, ground blue wire on the resistor or at the interrupter switch.

Normal results:

1.—This should stall the engine. If the engine continues to run, either the blue wire from the interrupter switch to the resistor, the resistor itself or the blue wire from the resistor to the coil is at fault. Determine the cause and correct.

E.—Testing the circuit breaker to anti-stall unit:

1.—Connect a test light wire to the brown wire terminal of the anti-stall unit D, and the other test light wire to a good ground. Turn on the ignition switch.

Normal results:

1.—The test light should be "on." If the light does not go on, the wire or connections are at fault. Determine cause and correct.

F.—Testing anti-stall control:

1.—Turn on ignition. Place a steel screwdriver on the peened rivet head of the coil which is located on top of anti-stall cover.

Normal results:

1.—A magnetic pull should be felt on the screwdriver. If not, the anti-stall is at fault and should be replaced.

Testing Wiring

G.—Testing ignition switch to circuit breaker circuit:

1.—Connect test light wire to coil side of the circuit breaker and the other wire of the test light to

(Continued on page 88)

January Issue: Ignition Circuits

Technical Editor Ed Lowery will cover next month the operation and servicing of the various units which compose the ignition primary and secondary circuits.



By Lynn F. Snoddy

ALMOST any battery junkpile will yield a few batteries that only need a good recharge to put them back in service. The number varies, but is usually in direct proportion to the size of the junkpile.

On the other hand, a great number of cars are operating with batteries that have long since passed their useful life and have for months been running on borrowed time. The first case of hard starting will result in failure for these batteries and consequent inconvenience for the car owners.

Then there are the cars which every few weeks must have a battery charge even though the battery looks and is almost new and the serviceman keeps insisting, "Battery checks okay." Sometimes he's wrong.

From the foregoing it would seem that something is amiss in the methods a lot of us are using to test batteries. With the supply already somewhat short, and likely to become more so, it behooves us to take stock of the manner in which we attempt to separate the good batteries from the bad and begin to "call more of 'em right" in our work.

It is unfortunate that most instructions for the handling of batteries are so lengthy and technical that no one but a battery specialist can take time to read them. It is the intention here to explain in few words the steps necessary in determining whether or not the car owner's battery is fit for further service. After all, most of us are concerned not so much with how a battery is made as with the answer to the question: Is it good or is it bad?

Not long ago this writer was privileged to visit a power plant where a huge battery was kept for emergency service. The cells of that battery were in glass jars waist high and two feet or more across, yet each contained all the essential parts of the batteries we see every day.

It was possible to see the chocolate-colored positive plates and the lead-colored negatives and to imagine the strength of the acid going into the plates on discharge, then coming out of them as a charging current was passed through the cell. Since no "separators" or other insulation is needed in a battery of that size, it was possible to look down between the plates and see if two

of them had buckled and were causing a shorted or "dead" cell.

What a place that would have been to explain battery theory and construction!

Since space on our automobiles is so limited, the battery must be in as small and compact form as is possible. In fact, a manufacturer once described it as the "giant that lives in a box." As a consequence, we cannot look down into it as with the power-plant battery but must depend upon tests made with instruments outside of the battery to determine if it is fit for service.

There are many things which help lead us to the final decision concerning the definite goodness or badness of a battery. Seldom can it be condemned on one indication alone. Frequently we must weigh one test against another, balancing the whole procedure of tests against whether or not the battery is fit to remain in the owner's car.

Following is a system of battery testing which has worked out well over a period of time. It may seem time-consuming here, but actually the whole procedure can be run through in a lot less time than it takes to read it.

1. Listen to the Owner's Story

It is not necessary to go into a half hour's "bull session" with him. Most times a few questions while tests are being made will get the necessary information. If he tells a tale of leaving the switch on or otherwise accidentally discharging the battery, it may not be necessary to make any further tests. If the battery looks fairly new, it can be okay to take a chance and give it a recharge.

But if he tells of being "pushed off every morning for a week" even though he drives it quite a bit during the day, any further tests are likely to be superfluous. It's almost a foregone conclusion he needs a new battery.

Quite a lot of information can often be gained by just listening, so let him get his story told.

2. Visual Inspection of Battery

This is extremely important, as quite often more can be told by just looking at a battery than by keeping it in the shop a week. Remove the vent plugs and fill with water any cells which are below the proper level. Should



any cell seem to take an excessive amount of water, look for a crack in bottom or side of case. Such a condition ought to immediately condemn any battery except an almost new one which might be put in another case. Examine carrier for signs of excessive corrosion, which could indicate a leak in one or more cells.

Look for bulged sides and ends—an indication of overheating, which can mean damaged plates and separators. Examine for cracked cell covers and loose posts, which frequently can be seen enough to condemn a battery while it's still in the carrier, but when in doubt, remove it for closer inspection.

3. Age of Battery

Usually this can be checked at the time of visual inspection. Age

can have a direct bearing on the serviceability of a battery. For instance, a new case might be justified on a battery only two or three months old but not on one of greater age.

Experienced battery men seem able to tell very closely the age of almost any battery, but others may need to resort to dates and records. All batteries carry some sort of code markings denoting the date of manufacture, but the date they go into service in the owner's car can be something different. Naturally we should be able to read the code on lines of batteries we sell. It's also a help to know as many others as possible. It is best to consult a more reliable record than the owner's memory, since he never seems to believe the battery can be more than half its actual age.

4. Gravity Test

When an owner drives in with battery trouble, it is not often that a gravity test can be made because either the electrolyte level is low or fresh water has just been added, making the reading of no value. It is essential though that an attempt be made at a gravity test because it is definitely a part of the checking procedure.

At this point there is no need to become confused in the details of specific gravity, which is a study in itself. There are a lot of figures on the hydrometer, but there is also a green, a yellow and a red division.

When the instrument floats in the green, it indicates at or near full charge; in yellow, half charged, and red, discharged. To be strictly accurate a gravity reading must be corrected for temperature, but that is another story. A reading in yellow on two cells and in red on one could mean trouble in the low cell, but this must be balanced against other tests because water may have been added to the low cell.

On the other hand, it is possible for all cells to show a very high gravity and the battery be inoperative because excessively strong acid or some form of battery "dope" has been added. The true gravity of a battery will always remain the best indication of its condition, but on an unknown battery this test must go hand-in-hand with others or it is of no value.

5. Expanded Scale Voltmeter Test

This is an instrument which is an improvement over the old "cell tester" so familiar to a lot of us. It has a scale of a little more than two volts, graduated so that a very slight difference in cell voltage can be easily read. It is clean and easy to use and since its readings seem to coincide very closely with specific gravity, it has become very popular. Instructions covering its use direct that the lights be turned on for two minutes to remove a possible "surface charge" from the battery, after which the meter prods are touched to each cell in turn and the variations noted. A variation of more than six divisions is an indication of trouble in the low cell. As with other tests, a decision can not always be rendered on this test alone.

6. High-Rate Discharge Test

This is also known as the "battery capacity test" and is made to purposely overload the battery and thus show up any defect not otherwise apparent. Since it is not recommended that a battery be given this test unless the specific gravity is at least 1.225 (in yellow division of hydrometer), it can be seen that the high-rate discharge test can be used as a further check against the gravity test.

Authorities state that a battery in good condition should be able to deliver three times its rated ampere-hour capacity for a short period without a serious drop in voltage. Thus a 100-ampere-hour battery, such as is common in small and medium cars, must be capable of a 300-ampere discharge for 15 seconds and the voltage at the battery terminal must not fall below five volts.

There are many kinds of high-rate discharge testers in use, but the operation of all is practically identical. The heavy cables are attached to the proper battery posts and if the voltmeter connections are not built in, these must be connected to the battery at this time.

At start of test, reading on ammeter should be zero and on voltmeter six volts or better. The control knob of tester is then turned until meter reads 300 amperes (360 amps. for 120-hr. battery). It may be necessary to adjust control to maintain amperage reading at same point for the 15 seconds of test.

If voltmeter does not drop below five volts for the full period of test, the battery is up to proper standards and can safely be trusted in owner's car. Should the voltage in this test drop to four and one half volts, even though the amperage remains steady, the battery is not perfect but might give satisfactory service under favorable conditions. A drop to four is serious and means an dependable battery, good for quick starts only, and the customer should be so advised.

On most batteries which fail on the high-rate-discharge test, the amperage and voltage will both begin to fall off rapidly long before the 15 seconds is up. As a rule such readings indicate the failure of one or more cells and to prove it another test is necessary.

7. Individual Cell Test

In this test the high-rate discharge tester is connected as before and the amperage adjusted to read the same. Some testers have three voltmeters connected so that the individual voltage of all cells can be read simultaneously. Others use only one meter which must be turned to a low scale for more accurate readings. The leads of the voltmeter are then touched to the cell terminals, observing proper polarity and the voltage of each cell noted. Should one cell read two tenths of one volt less than the others, there's reason for suspicion, and a difference of five tenths enough to condemn it.

In extreme cases of cell failure the voltmeter will read zero or perhaps reverse itself. Batteries with such cells can be unhesitatingly condemned.

8. High-Rate Discharge Test on Battery with Low or Unknown Gravity

There are some tests the medical profession will not make when the patient is unduly tired, has overexerted or is very excited. The doctor wants his patients as nearly normal as possible. It is the same with a battery, since obviously an attempt at a high-rate discharge test is not fair to a battery which is partly or completely discharged. But in the

fact that this is so often attempted lies the chief reason for so many serviceable batteries being found in the junkpiles.

Any battery when in a low or discharged condition will show extremes of cell variation but in countless instances someone condemns a battery as having a "dead cell" when all cells are low and as a consequence one cell must show less voltage than the others.

But there are times when circumstances make it necessary to attempt such a test on a weak battery, or perhaps one with possibly good but *unknown* gravity. Such cases can occur when a battery comes in with a low level of electrolyte or perhaps water has been recently added, making a gravity test impossible.

Of course the battery could be charged until the gravity may be determined, but perhaps the owner is in a hurry or rentals are scarce. A high-rate discharge test can be made, but care must be used and only in rare cases can a battery be condemned on this test alone.

Connect the tester in same manner as when gravity has been tested and proceed as follows:

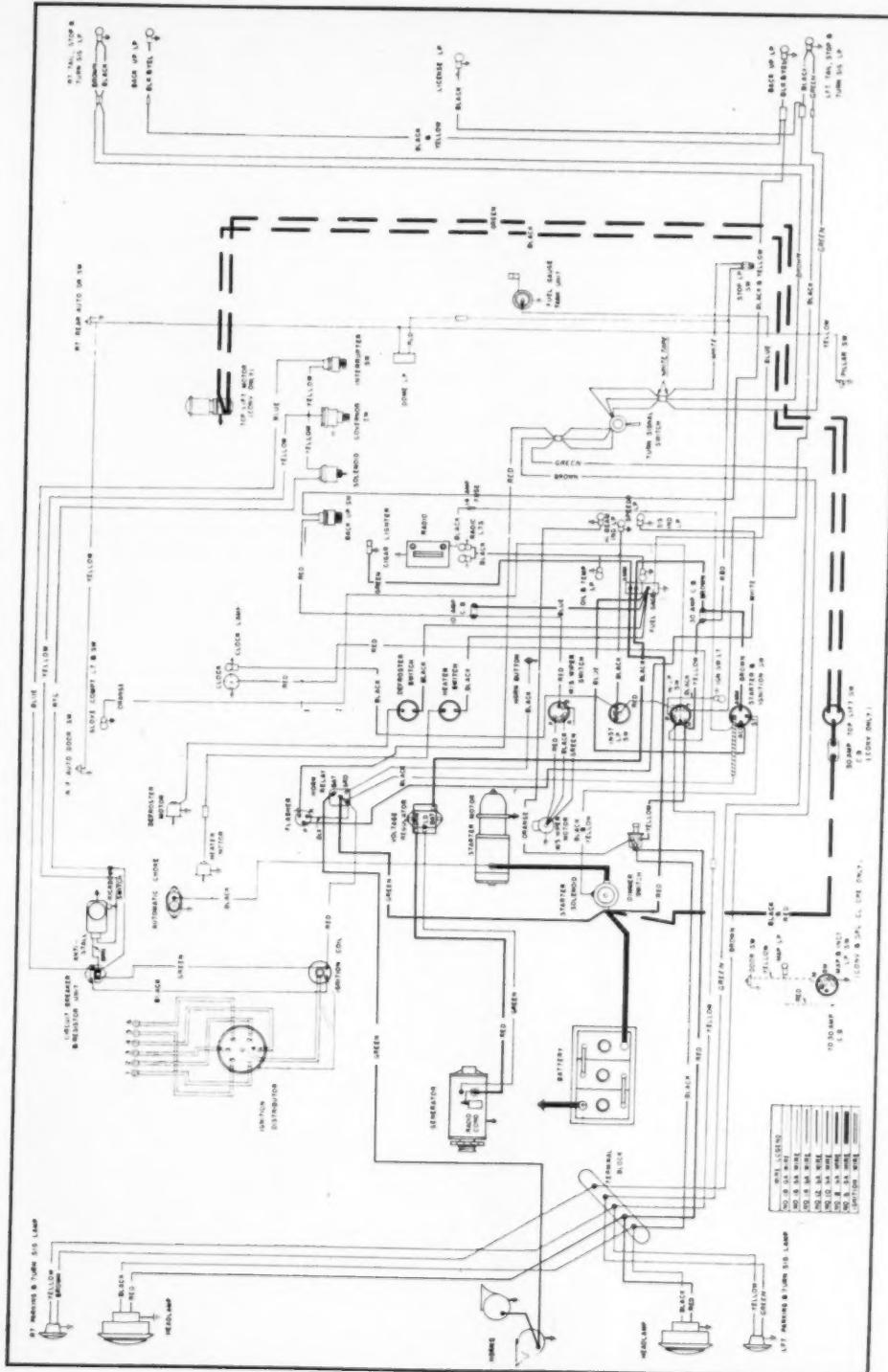
Remove all vent plugs and add water to bring level above plates. Leave vent plugs removed. Turn control knob to obtain same reading.

(Continued on page 98)

"Where that thing should be is on the dashboard!"



WIRING DIAGRAM FOR 1952 DODGE (D-41 AND D-42)



*Because of
this amazing new-type engine...*



*more people are buying
Studebaker Commanders this year
than in any previous year*

NEW 120 H.P. STUDEBAKER COMMANDER V-8

It's terrific in SELL power as well as THRILL power

CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Crankshaft Drive	Main Bearings	RINGS		Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Sp. & 44 Cust. Sp.	121 1/2	8I	3 1/16 x 4 1/8	32.51	120@3600	Ch	5	2-0937	1-1875 1-1865	6 1/2	OB	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121 1/2	8I	3 1/16 x 4 1/8	32.51	124@3600	Ch	5	2-0937	1-1875 1-1865	6 1/2	OB	Y	Y	St-Ca
BUICK Model 62	125 1/2	8I	3 1/16 x 4 1/8	32.51	124@3600	Ch	5	2-0937	1-1875 1-1865	6 1/2	OB	Y	Y	St-Ca
BUICK 70 Roadmaster (ex- cept Model 72)	126 1/4	8I	3 1/16 x 4 1/8	37.81	152@3600	Ch	5	2-0937	1-1875 1-1865	8	OB	Y	Y	St-Ca
BUICK Model 72	130 1/4	8I	3 1/16 x 4 1/8	37.81	152@3600	Ch	5	2-0937	1-1875 1-1865	8	OB	Y	Y	St-Ca
CADILLAC 61	122	V8I	3 1/16 x 3 5/8	46.5	160@3800	Ch	5	2-0781	1-1875	5	OB	N	Y	Ca-RP
CADILLAC 62	126	V8I	3 1/16 x 3 5/8	46.5	160@3800	Ch	5	2-0781	1-1875	5	OB	N	Y	Ca-RP
CADILLAC 60	130	V8I	3 1/16 x 3 5/8	46.5	160@3800	Ch	5	2-0781	1-1875	5	OB	N	Y	Ca-RP
CADILLAC 75	146 1/4	V8I	3 1/16 x 3 5/8	46.5	160@3800	Ch	5	2-0781	1-1875	5	OB	N	Y	Ca-RP
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6I	3 1/2 x 3 3/4	29.4	92@3400	G	4	2-1237	1-1863	5	OB	N ¹	Y	RP
CHEVROLET Sty. & Fleet. (with Powerglide Drive.)	115	6I	3 1/2 x 3 3/4	30.4	105@3600	G	4	1-1237 1-0932	1-1863	5	OB	N ¹	Y	RP
CHRYSLER Wind. & DeLuxe	125 1/2	6L	3 1/16 x 4 1/4	28.36	119@3600	Ch	4	2-0937	2-1562	5	OB	Y	Y	Ca
CHRYSLER N. Y. & Imperial	131 1/2	V8I	3 1/16 x 3 5/8	46.51	180@4000	Ch	5	2-0781	2-1875	5	OB	Y	Y	Ca
CHRYSLER Crown Imperial	145 1/2	V8I	3 1/16 x 3 5/8	46.51	180@4000	Ch	5	2-0781	2-1875	5	OB	Y	Y	Ca
CROSLEY Model CD	80	4I	2 1/2 x 2 1/4	10	26.5@5400	G	5	2-0625	2-155	2	OB	Y	N	T
DE SOTO 8-15 DeLx & Custom	125 1/2	6L	3 1/16 x 4 1/2	28.36	116@3600	Ch	4	2-0937	2-1562	5	OB	Y	Y	Ca
DODGE Wayfarer	115	6L	3 1/4 x 4 5/8	25.35	103@3600	Ch	4	2-0937	2-1562	5	OB	N	N	St
DODGE Coronet & Meadow	123 1/2	6L	3 1/4 x 4 5/8	25.35	103@3600	Ch	4	2-0937	2-1562	5	OB	Y	Y	St
FORD & Custom 8 Cyl.	114	V8L	3 1/16 x 3 3/4	32.5	100@3600	G	3	2-0933	2-186	5	OB	N ¹	N	Own
FORD & Custom 6 Cyl.	114	6L	3 3/8 x 4 1/4	26.1	95@3300	G	4	2-0933	2-186	5	OB	N ¹	Y	Ho
FRAZER Std. & Man.	123 1/2	6L	3 1/16 x 4 3/8	26.3	115@3650	Ch	4	2-0925	2-1550	5 1/2	OB	Y	Y	Ca
HUDSON Pacemaker	119	6L	3 1/16 x 3 7/8	30.4	112@4000	Ch	4	2-078	2-1875	7	OB	N	Y	Ca
HUDSON Super 6	124	6L	3 1/16 x 4 3/8	30.4	123@4000	Ch	4	2-078	2-1875	7	OB	N	Y	Ca
HUDSON Super 8	124	8L	3 x 4 1/2	28.8	128@4200	G	5	2-093	2-1875	7	OB	N	Y	Ca
HUDSON Hornet	124	6L	3 1/16 x 4 3/8	34.9	145@3900	Ch	4	2-093	2-1875	7	OB	N	Y	Ca
KAISER Spec. & DeLuxe	118 1/2	6L	3 1/16 x 4 3/8	26.3	115@3650	Ch	4	2-0925	2-1550	5 1/2	OB	Y	Y	Ca
HENRY J.	100	6L	3 1/4 x 4 5/8	15.63	66@4000	G	3	2-0925	1-186	4	f	N	Ca	Ca
HENRY J DeLuxe	100	6L	3 1/4 x 3 1/2	23.44	60@3900	G	4	2-0925	1-186	5	f	N ¹	Y	Ca
LINCOLN Cosmopolitan	125	V8L	3 1/2 x 4 3/8	39.2	154@3600	G	3	2-0933	1-186	6 1/2**	OB	Y	Y	Ho
LINCOLN	121	V8L	3 1/2 x 4 3/8	39.2	154@3600	G	3	2-0933	1-186	6 1/2**	OB	Y	Y	Ho
MERCURY	118	V8L	3 1/4 x 4	32.5	112@3600	G	3	2-0933	2-186	D	OB	Y	N	Ho
NASH Statesman	112	6L	3 1/4 x 4	23.44	85@3300	Ch	4	2-0930	2-1547	5	OB	N	Y	Ca
NASH Ambassador	121	6I	3 1/4 x 4 5/8	27.34	115@3400	Ch	7	2-0930	2-1547	6	OB	N	Y	Ca
NASH Rambler	100	6L	3 1/4 x 3 3/4	23.44	82@3800	Ch	4	2-0930	2-1547	5	OB	N	Y	Ca
OLDSMOBILE 88 & 98	1	V8I	3 1/4 x 3 7/8	45.0	135@3600	Ch	5	2-0781	1-1875	5	OB	N ¹	N	Ca-RP
PACKARD "200"	122	8L	3 1/4 x 3 3/4	39.2	135@3600	Ch	5	2-0887	1-1875	7	OCM	Y	Y	Ca
PACKARD "300"	127	8L	3 1/4 x 4 1/4	39.2	150@3600	Ch	5	2-0887	1-1875	7	OB	Y	Y	Ca
PACKARD "400"	127	8L	3 1/4 x 4 1/4	39.2	155@3600	Ch	9	2-0887	1-1875	7	OB	Y	Y	Ca
PLYMOUTH P-22 Concord, Suburban and Savoy	111	6L	3 1/4 x 4 3/8	25.35	97@3800	Ch	4	2-0937	2-1562	5	f	N	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook	118 1/2	6L	3 1/4 x 4 3/8	25.35	97@3800	Ch	4	2-0937	2-1562	5	f	N	N	Ca
PONTIAC 6 Model 25	120	6L	3 1/4 x 4	30.4	96@3400	Ch	4	2-0933	1-1863	5*	OB	N	Y	RP
PONTIAC 8 Model 27	120	8L	3 1/4 x 3 3/4	36.4	116@3600	Ch	5	2-0933	1-1863	5*	OB	N	Y	Ca
STUDEBAKER Champ. 10G	115	6L	3 x 4	21.6	85@4000	G	4	d	1-1562	5	OB	A	Y	Ca
STUDEBAKER Cmdr. H.	115	V8I	3 1/2 x 3 1/4	38.4	120@4000	G	5	2-078	1-1865	6	OB	A	Y	St
STUDEBAKER Land C. H.	119	V8I	3 1/2 x 3 1/4	36.4	120@4000	G	5	2-078	1-1865	6	OB	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3 1/4 x 4 3/8	15.6	72@4000	G	3	2-3/4"	1-1/2"	4	HH	N ¹	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6L	3 1/4 x 3 1/2	23.4	75@4000	G	4	2-3/4"	1-1/2"	5	OB	N	Y	Ca-Zn

*—Refill
**—6 1/2 dry, 5 refill

d—Top .0937, Middle .125

F—F Head motor
A—Accessory
Ca—Carter
Ch—Chain

t—A.C. United Specialties and Industrial Wire Cloth Products
f—Valve in head
j—"88", 119 1/2; "98", 122

ABBREVIATIONS

G—Gear
HH—Houdaille-Hershey
Ho—Holley
f—Valve in head
j—"88", 119 1/2; "98", 122

L—L head
N—No
OB—Oil bath
OCM—Oil-coated mesh
RP—Rochester Products
St—Strömberg
T—Tillotson
Y—Yes
Zn—Zenith

UNITED MOTORS LINES

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DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORaine Engine Bearings
DELCO Radio Parts

ROCHESTER Cigar Lighters
HYATT Roller Bearings
INLITE Brake Lining
HARRISON Heaters
NEW DEPARTURE
Ball Bearings

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DELCO Clocks
DELCO Shock Absorbers
MORaine Gasoline Filters
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ORIGINAL EQUIPMENT!

Over 50% of today's cars, trucks and buses are originally equipped with one or more of the famous products in the United Motors lines. That's why every second car that passes your place of business is a potential prospect—a *pre-sold* customer!—when you handle United Motors lines.

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A list of the United Motors lines reads like a roll call of the industry's giants. Likewise, the United Motors distributor and staff for your area are men of importance, backed by long and valuable experience in the automotive service business. Why not talk with *your* United Motors distributor soon?—You'll find his friendly counsel invaluable.



UNITED MOTORS SERVICE

Division of General Motors Corporation

General Motors Building, Detroit 2, Michigan

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

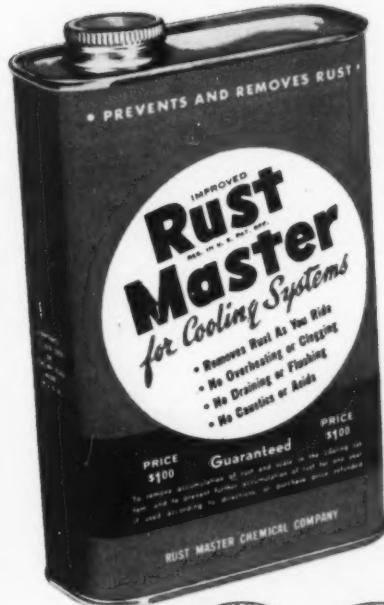
MAKE AND MODEL	IGNITION AND TIMING								Battery	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Clutch Facings Make	Thickness	Outside Di- ameter	Inside Diameter	Brakes
	Breaker Gap (.0)	Cam Angle (degrees)	Breaker Point Arm Tension (oz.)	Spark Plug Gap (.0)	Rappet Clear- ance Intake (.0)	Rappet Clear- ance Exhaust (.0)	Intake Valve Opens b/sa TDC	Cyl. Head Bolt Tension (ft. lbs.)								
BUICK 40 Sp. & 44 Cust. Sp.	15	X	19-23	25	15h	15h	13°b	65-70W	100N	13.5	L Bb	.125	10	6	H	RW
BUICK 50 Super	15	X	19-23	25	d	d	13°b	65-70W	100N	13.5	L Bb	.125	10	6	H	RW
BUICK 70 Roadmaster	15	X	19-23	25	d	d	14°b	65-70W	120N	18	No ne	used			H	RW
CADILLAC 60, 61 & 62	13-18	31	19-23	35	au	au	24°b	65-70	115N	18	L ^a	.137	10½	7	H	RW
CADILLAC 75	13-18	31	19-23	35	au	au	24°b	65-70	115N	18	L ^a	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	34	17-21	35	06h	13h	1°a	70-80W	100N	15	O	.135	9½	6½	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	34	17-21	35	d	d	16°b	70-80W	100N	15	No ne	used			H	RW
CHRYSLER Wind. & DeLuxe	18-20	34½-38	17-20	35	06h	10h	12°b	EW	120P	15	Bb	.125	9½	7½	H	Ps
CHRYSLER N. Y. & Imperial	15-18	34-36	17-20	35	au	au	15°b	EW	135P	25	Bb	.125	9½	6	H	Ps
CHRYSLER Crown Imperial	15-18	34-36	17-20	35	au	au	15°b	EW	135P	25	Bb	.125	10½	6½	H	Ps
CROSLEY Model CD	20	46	17-20	25	06	09	5°b	No	90P	4	O	.125	6½	4½	H	RW
DE SOTO 5-15 DeLx. & Custom	18	34½-38	17-20	35	08h	10h	12°b	EW	120P	15	Bb	.125	9½	6	H	Ps
DODGE Cor., Mead. & Way.	20	34½-38	17-20	35	08h	10h	8°b	EW	105P	14	T	.125	9½	6	H	Ps
FORD & Custom 8 Cyl.	14-16	26-28	17-20	29-32	13-15	17-19	5°b	65-70	90P	22	L	.125	9½	6	S	RW
FORD & Custom 6 Cyl.	24-26	35	17-20	29-32	13-15	17-19	11°b	65-70	100P	17.3	L	.125	9½	6	S	BW
FRAZER Std. & Man.	20	38	17-20	32	14	14	10°b	30-35c	100P	13	T	.125	9½	6	H	RW
HUDSON Pacemaker	20	38	17-20	32	08	10	7½°b	70-75W	100P	16½f	O	.203	9½	6½	D	RW
HUDSON Super 6 & Hornet	20	38	17-20	32	08	10	7½°b	70-75W	100P	16½f	O	.203	9½	6½	D	RW
HUDSON Super 8	17	27	17-20	32	08	10	10½°b	45-50W	120P	16½f	O	.203	9½	6½	D	RW
KAISER Spec. & DeLuxe	20	31-37	17-20	32	14	14	10°b	30-35c	100P	13½	Bb	.125	9½	6	H	RW
HENRY J.	20	41±1	17-20	30	16	16	9°b	60-65	100P	10.8	Bb	(1½	8½	5½	H	RW
HENRY J. DeLuxe	20	38±1	17-20	30	16	16	5°b	60-65	100P	9	Bb	(1½	8½	5½	H	RW
LINCOLN Cosmopolitan	14-16	26-28	17-20	29-32	02	O	5°b	65-70	120P	34½	L	.125	10½	7	S	RW
LINCOLN	14-16	26-28	17-20	29-32	02	O	5°b	55-70	120P	34½	L	.125	10½	7	S	RW
MERCURY	14-16	26-28	17-20	29-32	13-15	17-19	5°b	65-70	100P	22½	Bb	.125	10	6½	S	RW
NASH Statesman	18-24	35	17-21	30	15	15	6°b	60W	90P	14	Bb	.125	8	5½	H	RW
NASH Ambassador	18-24	35	17-21	30	15	18	8½°b	70W	105P	17	Bb	.125	10	7	H	RW
NASH Rambler	18-24	35	17-21	30	(15h 16c)	(15h 18c)	6°b	60-65W	90P	11	Bb	.125	8	5½	H	RW
OLDSMOBILE 88 & 98	16	26-33	19-23	30	-----	-----	13½°b	60-70W	115N	21½	L	.136	10.5	7	H	RW
PACKARD "200"	17	Z	U	23-28	07h	10h	15°b		100P	20	L	.125	10	6½	H	RW
PACKARD "300"	17	Z	U	23-28	au	au	15°b		100P	20	L	.125	10½	7	H	RW
PACKARD "400"	17	Z	17-20	23-28	au	au	15°b		120P	20	au	au	au	au	H	RW
PLYMOUTH P-22 Concord Suburban and Savoy	20	34½-38	17-20	35	10h	10h	12°b	EW	100P	13	Bb	.125	9½	6½	H	Ps
PLYMOUTH P-23 Cambridge and Cranbrook	20	34½-38	17-20	35	10h	10h	12°b	EW	100P	13	T	.125	9½	6	H	Ps
FONTIAC 6 Model 25	22	31-37	17-21	23-28	12h	12h	5°b	60W	100N	18½	Im	.125	9½	6	H	RW
FONTIAC 8 Model 27	16	21-30	19-23	23-28	12h	12h	5°b	60W	100N	19½	Im	.125	10	6½	H	RW
STUDEBAKER Champ. 10G	20	38	17-20	22-27	16c	16c	15°b	46-50W	100P	10	Bb	.125	8	5½	H	RW
STUDEBAKER Comdr. H.	13-18	22-29	17-20	33-37	14-16	14-16	11°b	46-50W	100P	17½	Bb	.125	9½	6	H	RW
STUDEBAKER Land C. H.	13-18	22-29	17-20	33-37	14-16	14-16	11°b	46-50W	100P	17½	Bb	.125	9½	6	H	RW
WILLYS Jeepster & Sta. Wag.	20	51	17-21	30	18	16	9°b	60-65	100N	11	Bb	.135	8½	5½	H	RW
WILLYS Jeepster & Sta. Wag.	20	38½	17-21	30	14	14	5°b	60-65	100N	9	Bb	.135	8½	5½	H	RW

ABBREVIATIONS

1-10" on DeLx. with std. 3-speed transmission.	2-7" on DeLx. with std. 3-speed transmission.	3-Hydra-Matic Trans. Std. on 62-60 Series	4-Each point. Total effective dwell 34° to 36°.	5-114 with Auburn facing 6-6" on Windsor DeLx.	6-Self-adjusting, self-centering	7-Automatic	8-B-Borg & Beck	9-Hydraulic valve lifters	10-Duo Automatic	E-Nuts 52 to 57, cap screws 65 to 70	f-without heater. With heater add 1 qt.	P-Positive	W-Warm	
3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	3-4" on DeLx. with std. 3-speed transmission.	
4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	4-Self-adjusting, self-centering	
5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market	5-After market
6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck	6-B-Borg & Beck
7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic	7-H-Hydraulic
8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot	8-Hot
9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.	9-Inland Mfg.
10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.	10-Long Mfg.
11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative	11-Negative
12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own	12-Own



Rust Master



**does the trick quickly
thoroughly - economically**

Some car owners don't care how much they spend for things to slap on their jalopies, but they're only a small portion of the market. You make your biggest profits catering to the lads with just a buck or two to spend. And when these fellows are faced with the problem of engine overheating, they find the answer in Rust Master.

Rust Master not only costs very little, but takes no time for installation. There's "No fuss — no muss — just pour — no more". It works while they ride — quickly eliminates all rust and scale deposits; prevents new formations; safe-guards the cooling system for an entire year.

The season is here. Push Rust Master and pile up some profits.

**MADE BY THE MAKERS OF CARB MASTER,
SLUDG MASTER AND LEAK MASTER**





Prize Portrait
of a hand that picks
the RIGHT bearing!

DETROIT ALUMINUM &

michigan *Hi-Therm* bearings are **RIGHT** because...

- ✓ They're **MADE RIGHT**
- ✓ They're **PRICED RIGHT**
- ✓ They're **ADVERTISED RIGHT**

Proof:

Michigan Hi-Therm Engine
Bearing sales lead all others
with the greatest percentage
of sales-increase in 1951!



—built for America's best-
engineered automobiles... by
a basic supplier to the industry
for more than 25 years.

BRASS CORPORATION

Detroit 11, Michigan

Uncle Sam's Regulations Cover Automotive Front

With America now literally rolling on rubber tires, the Office of Price Stabilization has issued a number of "tailored" regulations designed to protect the motorist against inflationary prices on every phase of passenger-car operation from its birth at the factory until its final demise in the scrap heap, according to George D. Patterson Jr., regional OPS director in Atlanta, Ga.

Realizing that passenger cars have become an essential factor in the national economy by providing transportation for business and professional men and women, salesmen, farmers, defense workers and many others in every station of life, OPS has issued tailored regulations to affect retail sales of tire-recapping, batteries sales, etc., and other phases of passenger-car operation.

New Cars

For instance, the agency is now issuing a series of "special orders" authorized in CPR 83, covering new-car sales, setting specific dollars-and-cents ceilings on basic factory prices. Under CPR 83, dealers may add certain specific charges to the basic price, such as taxes and transportation and preparation charges, to arrive at their maximum legal delivery price. This delivered ceiling price, itemized as to additions over the basic price and identified as to make, type, model and body style, must now be displayed in the place of business of the dealer. Another requirement of the regulations is that dealers furnish all buyers, within seven days after the sale, a duplicate invoice itemizing the specific charges that go into the total price. Other provisions set limits that dealers may charge for extra or optional equipment and specify that no motorist may be charged for extra equipment he does not order in writing.

Used Cars

The millions of motorists who

prefer to buy a used car will find prices controlled by a similar regulation, CPR 94. This regulation spells out dollars-and-cents ceilings for make and model from 1940 through 1951. Earlier than 1940 models take the ceiling price shown in the regulation for the oldest listed model of that make. After December 20 all used cars offered for sale by dealers must be tagged with the make, model, line or series; ceiling price, including any extra, optional or special equipment, as well as the dealer's selling price. After the same date, all dealers must furnish buyers of used cars, within seven days of the sale, a duplicate invoice giving detailed information specified in the regulation.

Repairs

New or used, the car will eventually need repairs. The replacement parts are controlled under CPR 67. As for the labor, garage repairmen are not allowed to charge more than ceiling prices established under CPR 34 or by the use of several approved flat-rate manuals. CPR 67 also controls prices on all accessories the motorist may buy across the counter and installation charges for accessories are controlled under CPR 34.

Servicing

CPR 34 also covers many other services the motorist customarily needs to preserve the life and beauty of the car. Service stations and garages are required to display their maximum legal prices on such services as washing, greasing, polishing, tire repair, battery recharging, etc. These ceiling prices must also be filed with the nearest OPS district office.

Tires

New tires are covered by the General Ceiling Price Regulation which limits retail prices to the highest prevailing price for the same size, make and model dur-

ing the base period from December 19, 1950, through January 25, 1951. However, recapping charges are established by CPR 34 and prices of recappable carcasses are spelled out in SR 49 to the GCPR.

Batteries

If the motorist buys a new battery, the ceiling price is controlled by CPR 67. Another regulation, CPR 53, requires that used batteries sold on an "as is" basis may not exceed \$2.80, but the motorist can legally receive more for the old battery as a trade-in on a new one or if he turns it in for refund pursuant to an unfilled guarantee contract.

Anti-Freeze

The motorist can have comfort in knowing he cannot be legally charged more than ceiling prices established in CPR 57, which must be in the label on each sealed can of anti-freeze sold at retail. The label must include the strength and type as well as legal maximum price for the contents.

Gasoline

CPR 13 is of primary importance to every motorist because it establishes maximums for retail sales of gasoline. All service stations and other retailers must post their ceiling prices on each grade of gasoline they sell. This is in addition to the selling prices which may be displayed on the pumps. The regulation sets ceiling prices based on prices received during the base period December 19, 1950, through January 25, 1951, or, in some cases, on a specified markup over wholesale.

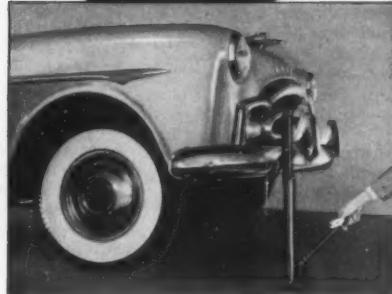
And, when the old family jalopy is finally condemned to the scrap heap, this sale is still affected by OPS regulations covering sales of scrap.

However, if the car has been sturdy enough to withstand the rigors of the road for 25 years, or more, it is classed as an "antique" by OPS and its sale as a car is specifically exempted from price controls.

REPLACING RADIATORS

A large number of steel radia-

HEIN-WERNER HYDRAULIC JACKS
born in Waukesha . . .
raised all over the world!



From Waukesha to Weehawken, Wenatchee or wherever you name — Hein-Werner Hydraulic Jacks safely raise a vehicle when a tire needs to be changed.

Every new car owner, and millions who have purchased cars in recent years should have a Hein-Werner Bumper-Lift Hydraulic Jack. "Knuckle-Joint-Hook," which is an exclusive H-W feature, grips the bumper like a hand.

Model V-120, illustrated, accommodates even lowest built cars . . . Raises to extreme high of $3\frac{1}{8}$ " . . . Capacity $1\frac{1}{2}$ tons.

Ask your jobber, or write us for details

HEIN-WERNER CORPORATION • WAUKESHA, WIS.

The Hein-Werner line is complete. It includes "Bumper-Lift" Jacks for passenger cars . . . Under-Axle Jacks for trucks and buses . . . "Swift-Lift" and Service Jacks for road service and shop use, "Push and Pull" Hydraulic Jacks for body, fender, and frame work.

tor upper tanks, substituted to conserve brass in the manufacture of radiators for approximately 1,500,000 vehicles now in use, have been found defective and must be replaced under warranty service contracts, the Office of Price Stabilization has announced.

Repair shops may charge manufacturers of automobiles, trucks, buses and tractors the retail price for replacing defective steel tanks with brass tanks, according to OPS action. Normally, these charges to the manufacturers cover about half the cost to retail customers.

The action has no effect on consumer prices for this service, as manufacturers will absorb the entire cost of remedying the defect, OPS said.

FREEZING CAR MODELS

Manufacturers of passenger automobiles will be ineligible to obtain machine tools for model changes after February 1, 1952, it has been announced by the National Production Authority. Present production models can be continued and machine tools may still be ordered for necessary replacements. Principal effect of this ruling will be to permit practically no noteworthy change in 1953 from the 1952 models of passenger cars.

SETTING TRUCK ALLOTMENTS

CMP allotments for the first quarter of 1952 will permit production of 240,000 civilian-type trucks for domestic use, the National Production Authority has announced. Manufacturers are authorized to produce 250,000 trucks through conservation methods and absorption of inventories, according to the announcement from NPA.

Previous CMP allotments authorized production of at least 275,000 trucks in the third quarter of 1951 and 256,000 trucks in the fourth quarter.

During the first quarter of 1952, 53 per cent of the authorized production will be light trucks, 33 per cent for medium trucks and 14 per cent for heavy trucks. This is a slight increase for heavy trucks over the fourth quarter of 1951 and a slight decrease for light trucks.

Aluminum Radiators Studied As Means of Saving Copper

Possibilities of using aluminum instead of copper in motor-vehicle cooling systems were discussed last month at an informal conference between the National Production Authority and about 50 representatives of automobile, truck, cooling-equipment, welding-and brazing-equipment manufacturers and copper industry.

The copper shortage is becoming so acute that the motor-vehicle industry must seriously consider the use of substitute materials to assure maximum production of cars and trucks, NPA said.

There is no relief in sight for the critical copper supply, NPA said, but the current aluminum shortage is relatively temporary. The nation's capacity to produce aluminum is being doubled over the pre-Korea period, it was stated, and increasing quantities should be available to non-military consumers within the next two years.

To stimulate the conservation and more effective utilization of scarce materials, NPA explained that production of seven per cent more passenger cars and four per cent more motor trucks is authorized for the first quarter than there are materials available in the industry's CMP allotments.

To prevent copper from becoming the limiting factor in motor-vehicle production, the industry must develop methods of producing cars with two-thirds the copper normally needed per vehicle, NPA said. The success of this could mean a difference in quarterly production of as much as 250,000 vehicles, it was stated.

Agency officials said they realize that immediate, all-out substitution of aluminum for copper in automotive radiators is impossible. They conceded that mass production of aluminum radiators could not begin for at least two years. But, they said, the industry must push its experimental work in this line.

One radiator manufacturer said the base materials in aluminum units would be less costly than in copper radiators and that the length of time required in production would be about the same.

The problems, manufacturers said, are these: (1) training general automotive mechanics to re-

pair aluminum-brazed radiators in the field; (2) retooling and design-modification required by copper-radiator manufacturers; (3) ability of aluminum radiators to hold corrosive waters found in certain areas, and (4) possible need to change composition of commercial anti-freezes.

Automobile manufacturers unanimously expressed the fear that aluminum radiators would not be as corrosion-resistant as copper radiators. They also emphasized the problems of training mechanics in the field to make repairs and the durability of substitute equipment.

NPA asked the industry representatives to file detailed briefs to create a formal consensus of the industry on this matter to help the government determine whether to reduce the volume of unit car production or to maintain production at a higher level with a lesser quantity of copper used for each car.

SCRAPPING WRECKED CARS

Unless the automobile wrecking industry provides an additional 1,000,000 tons of scrap by this month to steel mills and foundries, the steel industry may be faced with shutdowns this winter, the NPA told the Auto Wreckers Industry Advisory Committee.

NPA proposed an order that would limit inventories of cars in wreckers' yards to a 90-day supply. Committee members recommended instead that a 120-day inventory and a 500-car limit be imposed.

POSTING PRICES

Invoicing and posting requirements under Ceiling Price Regulation 83 for passenger automobile resellers were postponed until December 10. Due to changes in prices for extra, special and optional equipment occasioned by increases in federal excise tax rates, which were effective Nov. 1, the special orders were not issued in time to permit dealers to comply with the original posting regulation for the prices.



Top-flight performance

In any season, any weather, you can *always* depend on the top-flight, more-for-the-money quality of MoPar parts and accessories!

The name MoPar means genuine Chrysler Corporation parts and accessories. They're factory-engineered and inspected especially for Plymouth, Dodge, De Soto and Chrysler cars and Dodge "Job-Rated" trucks. That's why you can count on them to fit right and work right!

Always recommend and install MoPar parts and accessories in vehicles built by Chrysler Corporation. You'll benefit in many ways—including customer goodwill and repeat business.

You can get MoPar parts and accessories from Plymouth, Dodge, De Soto and Chrysler dealers and from many general service and repair shops.

CHRYSLER MOTORS PARTS CORPORATION, DETROIT, MICHIGAN

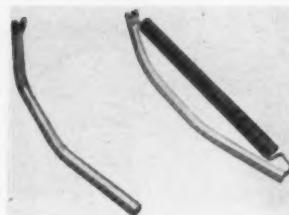
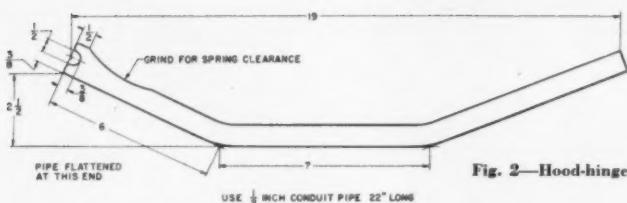
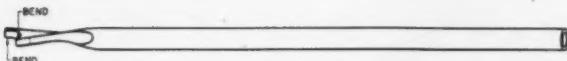


Fig. 1—Hood-hinge spring on tool.

ACME

Airliner

INFLATES • DEFOLATES

"Lasts longer and gives the best service of any we have used."

—B. B.
E. St. Louis, Ill.

"Never a moment's trouble."

—F. J. C.
Smithtown Branch, N. J.

"The best I've used."

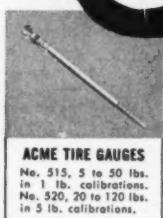
—W. E.
Tunica, Miss.

"The best I have owned since I have been in the service station business."

—B. B.
Kingston, Tenn.



ACME VALVE CAPS
Precision-machined from solid brass, they're heavier, sturdier, more airtight.



ACME TIRE GAUGES
No. 515, 5 to 50 lbs.
in 1 lb. calibrations.
No. 520, 20 to 120 lbs.
in 5 lb. calibrations.



ACME AIR TANK
The portable, dependable air tank of a hundred uses. Weighs only 10 lbs.

Order from your jobber today. Send for complete catalog No. 1003.

ACME AIR APPLIANCE CO., INC.

100-120 Hinsdale Street, Brooklyn 7, N. Y.

Making a Hood-Hinge Spring Tool

A RECENT issue of the Pontiac Service Craftsman carried the following article on removing and repairing hood-hinge spring of Pontiacs:

It only takes a few seconds to remove the hood-hinge spring when using a hood-hinge spring tool that can be made in your own shop. (See Fig. 1).

The hood-hinge spring is removed by performing the following operations:

1. Raise the hood.
2. Place open end of tool over lower spring hook.
3. Raise or lower hood to permit engagement of hood-spring upper hook on upper portion of special tool.
4. Raise hood to place spring tension on tool and remove the spring.

How to Make a Hood-Hinge Spring Tool

Secure a piece of $\frac{1}{2}$ " conduit pipe (or similar pipe) approximately 22" long, and make the tool (Fig. 2) in the following manner:

1. Flatten 2" of one end of the pipe.
2. Grind a notch into the flattened end of the pipe as shown in Fig. 2.
3. Measure 6" from the flattened end and bend the flattened end of pipe up $2\frac{1}{2}$ ".
4. Bend open end at same angle as the flattened end, allowing approximately 7" between bends.
5. Cut off the open end of the pipe to give the proper length of 19" (Fig. 2).
6. Grind clearance for spring at flattened end (Fig. 2) and remove all burrs on the tool.
7. Place notched end of tool in a vise and turn tool clockwise to



ANOTHER ONE OF BLUE STREAK'S
36,000 BOOSTERS!

THIS DIMMER SWITCH DOESN'T NEED GALOSHES

Down below the floor boards where dimmer switches sit, they take frequent duckings in mud puddles and slush. For some switches, this kind of exposure is like flirting with the angels—but the Blue Streak dimmer switch takes it in its stride.

Sealed clam-tight against water and moisture, there isn't much in the way of ordinary day-in, day-out service that can rattle this fellow. The fact is, in a laboratory test, it stood up for what amounts to 14 years of constant service. That's one long useful life for a dimmer switch.

Naturally, this Blue Streak switch built for such hard wear costs a bit more, but it's worth a lot more to your reputation. Call your jobber for a supply. *Standard Motor Products, Inc., Long Island City 1, New York.*

*Better your Business...
Buy Blue Streak*



"More customers and better satisfied customers—that's the reason I'm glad to pay a few cents more for a Blue Streak ignition part," says E. F. Beyer of Seguin, Texas. "I find they definitely stand up better and give better service."



COILS • POINTS • CONDENSERS • VOLTAGE REGULATORS • HEADLIGHT RELAYS • DISTRIBUTOR HEADS & ROTORS • DIMMER SWITCHES • WIRE & CABLE

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1951

give the notched end a twist as shown in Fig. 2.

8. Try tool on spring as explained above and add "twist" or grind off any excess metal to provide engagement of notched end of the tool between the upper spring hook and hood hinge, and clearance for the hood-hinge spring.

With seven per cent of the world's population the U. S. enjoys 42 per cent of world income and produces 42 per cent of oil.

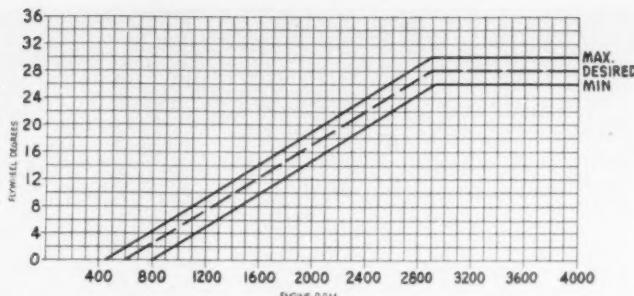


Fig. 1—New spark-advance curve, after engine No. V-99953.

How Kimble "556-TA" testers help increase antifreeze sales

If you want to sell more antifreeze this winter, let Kimble antifreeze testers help you boost antifreeze sales.

These testers are easy-to-read and accurate to a hair. They're scientific salesmen that show customers exactly how much antifreeze they need. No cautious car owner will pass up the sales talk given by one of these testers. Only the "556-TA" offers these five outstanding advantages.

1. Extra heavy, carefully annealed glass parts.
2. Quick, accurate, easy reading—no turning scales or following pointers.
3. Three charts cover alcohol, methanol and ethylene glycol antifreeze solutions.
4. Float protected at all times in rubber well... can not strike jar or thermometer.
5. Float always in position for easy reading.

Place your order with your jobber today or write the Imperial Glass Manufacturing Company, 1200 West Harrison Street, Chicago 7, Illinois, for further information.



KIMBLE GLASS TOLEDO 1, OHIO
Division of Owens-Illinois Glass Company



Change in Studebaker's Spark-Advance Curve

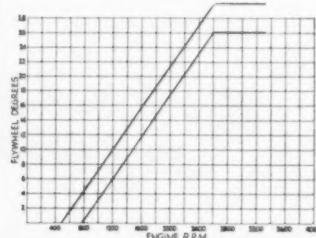
A RECENT issue of the *Studebaker Service Bulletin* said the following in regard to a change in spark-advance curve of V-8 engines after V-99953:

Effective with 1951 Commander model engine No. V-99954, new distributor governor weight springs entered production. This has resulted in a change in the part number of the distributor-and-spark modifier assembly, which, effective with Engine No. V-99954, is part No. 531604 (model No. 1110826).

The new governor weight springs are part No. 531759 and will be sold in sets of two springs to the set. The new type of springs is fully interchangeable with the old as sets in service.

The purpose of this change in the governor weight springs is to give a slightly slower centrifugal advance in the low speed ranges, so that the spark-advance curve more closely conforms to the requirements of the lower octane fuels generally available today. (See curve illustrated in Fig. 1 and compare with curve in Fig. 2, which is taken from page 23

Fig. 2—Spark-advance curve to use before engine No. V-99954, Commander V-8.



For speedier SANDING, GRINDING, CLEANING

Switch to Black & Decker Power!



Quality in the tool pays off on the job! That's why B&D Sanders and Grinders mean finer, faster work and more profits for you! *B&D Sanders* give you: full-power B&D universal motors; matched-lapped, spline-mounted spiral bevel gears of heat-treated alloy for greater strength; complete abrasive dust protection for all vital parts; perfect balance for easier handling. *B&D Bench Grinders* give you: dependable B&D constant-speed motors; streamlined design for more work clearance; adjustable U-shaped tool rests for better support; strong steel wheel guards for extra safety.

See your nearby B&D Distributor for a demonstration. See the quality features that pay off in profits. See why it makes sense to "Switch to Black & Decker POWER!" Write today for free catalog of over 100 tools to: THE BLACK & DECKER MFG. CO., 633 Pennsylvania Ave., Towson 4, Maryland.



of the electrical section of the 1951 passenger car shop manual.) There is no change in the vacuum-advance characteristics, as you will find.

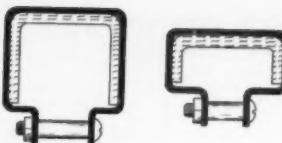
It is important when testing 1951 Commander V-8 engines to know the model number of the distributor in the car. If the model number is 1110822, check against the curve shown in Fig. 2 or in shop manual; if the model number is 1110826, check against the spark-advance curve shown in Fig. 1.

Uncovered Rear Springs Shouldn't Be Oiled

THE Hudson Service Merchant-
diser carried the following item last month:

All uncovered rear springs, which have plastic, rubber or fabric liners between certain leaves, should not be lubricated. Only the covered-type rear spring need be lubricated.

Reports from the field indicate that a squeak sometimes develops in the uncovered spring. Investi-



gation shows this to be caused by the movement between the spring clips which have no rubber liner and the sides of the spring leaves.

This condition may be corrected by the removal of the large (No. 1) clip and the small clips (Nos. 2 and 3) and replacing them with spring clips, part numbers 302816 and 302817, respectively. These spring clips have moulded rubber liner on the inner side, as shown in the illustration.

Testing the Transmission (Continued from page 68)

ground. Turn on the ignition switch.

Normal results:

1.—The light should go "on." If light does not go "on," the wires or connections are faulty. Correct as necessary.

H.—Testing circuit breaker:

1.—Connect test light to the neutral side of circuit breaker B and the other wire of the test light to ground. Turn on ignition switch.

2.—If circuit breaker is clicking.

Normal results:

1.—The test light should go "on." If light does not go on, the circuit breaker is at fault and should be replaced.

2.—There is a short circuit in the red solenoid wire or brown anti-stall wire. Determine cause and correct.

I.—Testing circuit breaker to solenoid circuit:

1.—Connect test light to the red wire terminal of the solenoid C and the other wire of the test light to ground. Turn on the ignition switch.

Normal results:

1.—The test light should go "on." If it does not, the wire or connections are at fault. Determine cause and correct.

Dodge Advances Letscher

Edward P. Letscher has been appointed sales supervisor for Dodge Division in the home office. He formerly had been regional manager in Philadelphia, Greensboro, N. C., Memphis, Tenn., and Cleveland, Ohio.

for: CAR DEALERS • GARAGES • BODY SHOPS • SERVICE STATIONS

THE NEW
MODEL "B"

AUTOMATIC
ONE-END LIFT

Portable • Pneumatic



Patent
Pending

safe
sturdy
versatile



A Sure Money-Maker for Every Shop

Check These Features

- INCREASED REACH UNDER CAR
- WIDE SPREAD LIFTING HOOKS
- IMPROVED PROTECTED CYLINDER ASSEMBLY
- POSITIVE SAFETY
- SMOOTH OPERATION
- REDUCED FRICTION
- DECREASED WEIGHT
- GREATER EASE OF HANDLING
- EASILY SERVICED
- WHEELS CANNOT SEIZE
- INCREASED ACCESSIBILITY
- LOW COMPRESSED AIR REQUIREMENTS



Automatic "STEEL ON STEEL" mechanical locks assure complete safety at all heights starting 20" from the floor.



AUTOMATIC STEEL PRODUCTS, INC.
CANTON 6, OHIO

A Substantial Supplier to the Automotive Industry for Over 20 Years

AUTOMOBILE JACKS • AUTOMOTIVE GRINDING WHEELS • LINMAR WATER PUMPS • MERCURY CLUTCHES



skilled hands *Guard Filko Quality!*

Precision at the Start—Perfection at the Finish!

Quality control at Filko starts with tools and machinery.

Dies, molds and machine tools are designed and produced with infinite care by the skilled hands of Filko Craftsmen. This same quality control extends through every processing operation to insure perfection of detail in all Filko "Crown Jewels of Ignition." That's the reason you can be sure of full value—full satisfaction in every Filko Ignition Part you buy.



F. & B. MFG. CO., 4248 W. Chicago Ave., Chicago 51, Ill.
Warehouses in Los Angeles, San Francisco, Fort Worth,
New York, Boston, Atlanta, Toronto



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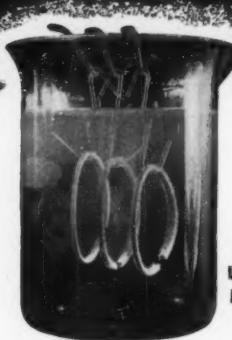
1st



M.QUAY-NORRIS
LEAK-PROOF
PISTON
RINGS
FOR YOUR CAR

ALTINIZING THE FINEST OF ALL PISTON RING COATINGS!

ACID TESTS PROVE IT!



UNRETOUCHED
PHOTOGRAPH

FRICITION causes motor wear . . . but so does ACID ACTION! Acids duplicating those formed in a motor are shown in the glass container. Note the acid attacking the two ordinary rings at the right causes bubbles to rise. In motor operation that means wear. Now note no bubbles rise from the ring at the left because it is ALTINIZED! That means less wear.

RINGS ARE SCUFF PROOF RINGS



PISTON FITTED
WITH ORDINARY RINGS

This picture shows scuffing and wear during break-in period. Rings have never been seated and worn surface prevents proper seating action. Thus effective Ring operation is impaired.



PISTON FITTED
WITH ALTINIZED RINGS

1. Rings and piston show slightest possible scuffing and wear during break-in period.
2. Rings seating properly.
3. Positive sealing action of rings due to fine bearing surface—Altinized finish.
4. Successful ring operation due to lack of scuffing and premature wear; proper seating of rings, and positive sealing action.

McQUAY-NORRIS MANUFACTURING CO.

Yours for the Asking



AD-A-SHIRT

**IT WORKS FOR YOU WHILE
YOU WORK**

It tells your customer what you sell, arouses his curiosity and gives you the opening you need.

A genuine Mark Twain, gray, light-weight, cotton broad-cloth shirt. It is fully preshrunk, registered and guaranteed. Available in four sizes: small, medium, large and extra large. It is the same as shirts sold by retailers at from \$3.00 to \$3.50 each.

Yours for the Asking

Place your order for four sets of LEAK-PROOF Piston Rings of your selection. Ask your jobber for one of these fine shirts. Sign the special order form and the shirt will be mailed direct to you. You pay your regular price for the LEAK-PROOF sets with nothing extra for the shirts. How much simpler could a plan be?

LEAK-PROOF PISTON RINGS



McQUAY-NORRIS MFG. CO. St. Louis 10, Mo.

Please send full details on "AD-A-SHIRT" to:

Name _____

Address _____

City _____ Zone _____ State _____

Readers are invited to contribute to—

SHOP TALK—

HE LIKES "CEILING"

Asheville, N. C.

Dear Sir:

I have just finished reading the October SAJ from cover to cover as usual and to me the outstanding article for this month is "Have You Hit the Ceiling?" by Mr. Edwin Pearce. We find that this

article gives us more down-to-earth information than some of the services we pay good money for.

We would be pleased if you could have this gentleman write more articles regarding salaries, wages and bonuses, as well as other legal problems that confront not only the jobber but the dealer

A column of informal comments about the automotive trade and its problems.

as well. At this time, as far as we are concerned, we would very much appreciate an article covering bonuses.

We believe that articles of this type in every issue would be widely read and looked for as are your present Service and Maintenance articles written by Mr. E. M. Lowery in each issue.

Please pardon us for telling you how to run your business but as for ourselves, we really get meat out of all your articles of this type.

MAX A. HAYES,
Hayes & Hopson, Inc.

We always welcome your comments and suggestions for making SAJ more helpful and interesting, especially in view of your more than 30 years as a wholesaler. Here's hoping the article by Edwin Pearce on page 47 will give you some "meat" on bonuses.

The advertisement features a large banner at the top with the word "AJAX" in large, bold letters. Below the banner, the text reads "TO SPEED UP YOUR SERVICE WORK" and "TO HELP YOU TURN OUT BETTER JOBS". Below the banner, there are four photographs of different Ajax products: a long hydraulic service jack labeled "No. 2784 4-Ton Hydraulic Service Jack", a smaller hydraulic quick service jack labeled "No. 2787 1 1/2-Ton Hydraulic Quick Service Jack", a pair of adjustable axle supports labeled "No. 2799 Adjustable Axle Support", and a can of "AJAX" hydraulic jack fluid.

Here's modern, trouble-free lifting equipment for every job—in the shop, on the driveway, out on the road. Here's the dependability that gives you a higher standard of service . . . the speed that increases your margin of profit . . . the uniformity that eliminates confusion and maintenance expense.

Rugged, fast-acting Ajax hydraulic service jacks—in 1 1/2-ton and 4-ton capacities—give you fast, safe, efficient service in lifting one wheel or an entire end.

Famous Ajax "Silver Horses"—low-cost, heavy-duty, adjustable axle supports—release your valuable jacks for use on other work. Their large, stabilized bases allow your mechanics to work in absolute safety.

Jack fluid and other service items, plus finest bumper jacks and portable hydraulics, round out the Ajax line—making this your one source, your dependable source, for every jack need. See the complete Ajax line of time-savers and profit-boosters through your Ajax Jobber. Or write for catalog.

AJAX AUTO PARTS CO. • RACINE, WISCONSIN



"THE COVERAGE LINE" OF FINEST QUALITY JACKS



Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

STATE HAVEN FOR CARS

In these days when the makers may have to strengthen the springs in order for cars to carry their tax load, it might be refreshing to emphasize one amendment in Florida's constitution.

The amendment provides that the only state tax on motor vehicles can be a license. General Manager Walter C. Mallory of the Florida Automobile Dealers Association, who's rightfully boastful of this law, says it's the only such constitutional proviso he knows about in any state.

HOW MANY CAN YOU NAME?

You still hear quite a bit about the Maxwell and the Stanley

ACME

FLEXRITE

Radiator Hose Curves to Fit!

Service stations, garages, new car dealers, from coast to coast, are literally "snapping up" the profitable radiator hose replacement business that FLEXRITE offers!

FLEXRITE pre-cut lengths are quickly and easily installed on any car in a matter of minutes. Even in those hard-to-reach connections FLEXRITE curves so easily that it makes any installation a "cinch"!

Here is America's finest radiator hose. Its acceptance is without equal in the trade. FLEXRITE is reinforced with spring steel wire imbedded in rubber; it flexes with the vibration of the motor; it won't bend or crack.

First in Flexible Radiator Hose!

Flexrite Hose Assortments

THINK OF IT! You can get started in this profitable replacement business with a FLEXRITE MERCHANDISER assortment that gives you 85% market coverage with 12 hose in 8 different sizes, for only \$11.11 incl. new Fed. Excise Tax. (FH-51)

97% market coverage with 24 hose in 15 different sizes for only \$23.15 incl. new Fed. Excise Tax. Metal Display Racks, etc. Free! (FH-150)



ORDER ACME SPLASH GUARDS NOW!

Here is America's finest, most rugged Truck Splash Guard, the leader in the field. Splash guards are now compulsory in most states and ACME guards meet all states' requirements. Immediate Delivery!

DISTRIBUTORS! DEALERS! Write today for circular (H) describing the profit opportunities on Acme Flexrite Radiator Hose and Acme Splash Guards!



THE ACME RUBBER MANUFACTURING CO.

Factories & Main Office
Trenton 6, New Jersey
Trenton 3-4235 • TWX: TREN 428



Western Division H.Q.
3320 So. Main St., Los Angeles
ADams 3-5266 • TWX LA 798

Serving the Automotive Industry since 1902

NEW YORK CITY • CHICAGO • PITTSBURGH • BOSTON • DETROIT
• PORTLAND, OREGON • OAKLAND

Steamer, but how many other old-timers among automobiles can you name? The list of car manufacturers during past years is longer than most folks realize.

A montage of 556 trademarks of cars past and present was issued recently by Eaton Manufacturing Co. as a tribute to pioneers who helped to develop the great automotive industry of today. The montage is wall-chart size.

Many an hour probably will be spent around copies of the chart as automotive men try to find the

names of their favorite old cars or stump friends on less familiar makes.

WHAT IS "TAXABLE"?

Anderson, S. C.

Gentlemen:

We note on page 88 of the October issue, where you have given current passenger-car specifications, that specifications show under "horsepower" two types: "taxable horsepower" and "max-

imum rated horsepower at rpm." We would like for you to please define the word "taxable" as we have had quite a bit of discussion in connection with the term recently.

J. W. SHEPPARD,
Building Material & Equipment Co.

"Taxable horsepower" is a term applied to one means of rating power used by the Society of Automotive Engineers. The formula for determining "taxable horsepower" is:

$$\text{bore}^2 \times \text{number of cylinders}$$

$2\frac{1}{2}$

This system of rating was developed by automobile manufacturers back in the days when the tax that had to be paid on different cars was figured on the basis of horsepower.

The "maximum rated horsepower at rpm" designates the maximum horsepower the engine will develop at the stated rpm on a test block, minus accessories.

Grind Your Way to Amazing Profits!

OVER 2000 MACHINES SOLD ON THIS BASIS
30 DAY TRIAL... MONEY BACK GUARANTEE!



PETE PETERSON
(President)

Peterson SURFACE GRINDER

SCOTT GRINDING & MACHINE
Arlington, Texas

"...used the Peterson Surface Grinder for several months...fast and accurate...no time lost for adjustments...used in so many ways...one of the most profitable machines...per hour, in my shop."

Mr. Scott

BRINKMAN BELT
PARTS CO., CINCINNATI

PROFIT-MAKING FEATURES

- No set up needed.
- Any man can operate.
- Exclusive VIBRA MOTIVE action gives fast, accurate cuts with LEVER stone.
- Exclusive "Cylone" dust collector, plus a triple filter glass filter unit, make dust problem usually encountered in grinding.

GENUINE AUTO PARTS CORP.
Utica, New York

"...much faster, cleaner and more satisfactory than the equipment we previously used."

M. W. Goldthorpe

Manufacturer of the P-B Screw-In Valve Seat and precision installation tools. The P-B Seat—with

expansion clearance—DOUBLES VALVE MILEAGE and gets all the fleet business. Write today for details.

NEW...MODEL 50

Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat fly-wheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

R. Combs

HOWARD-MARTIN TIRE CO.
Baltimore, Md.

"The...grinder we purchased from you...turned out to be the best money maker we have in our shop...we didn't realize before the number of cylinder heads and manifolds which needed resurfacing...we recommend this grinder to anyone..."

Mrs. R. Hansen

ACT NOW! Over a thousand smart jobbers are making big profits with this new grinder purchased on the Peterson Money-Making Guarantee. Buy on the 30 day trial plan...if you do not make money, return the grinder for full refund including freight both ways. Cash is NOW in the big demand for cylinder head grinding service. Call, write, or wire for full details.

WHO'S THE MAN?

Cleveland, Ohio

Gentlemen:

We noted in your October issue on page 155 an article concerning the 1952 convention of the Automotive Engine Rebuilders Association, to be held at the Plaza Hotel, San Antonio, Texas, May 5-7. We would appreciate having some information regarding this particular convention. Can you advise us whom to contact?

ROGER O. BAY,
Manager, Automotive Division,
The Cleveland Pneumatic
Tool Co.

You can obtain information on the convention from Robert G. Patterson, executive vice-president, Automotive Engine Rebuilders Association, 419 North Capitol Avenue, Indianapolis 4, Ind.

HE LIKES "FRONTIER"

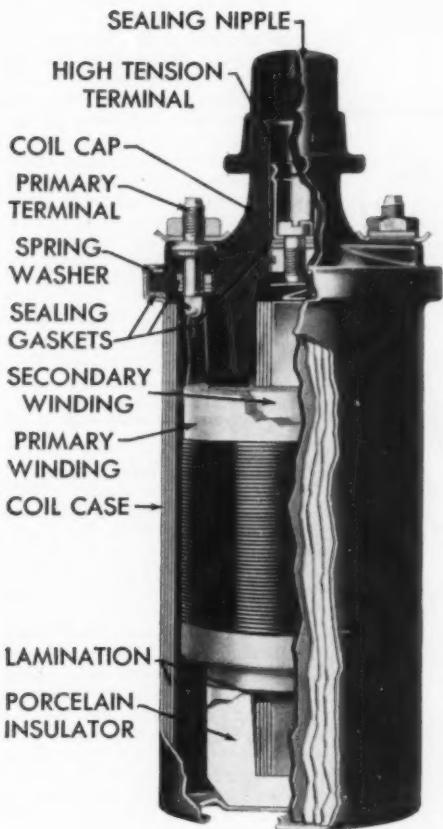
Dallas, Texas

Dear Sir:

We are very much interested in your fine article on our Fort Worth dealer, Frontier Pontiac, Inc., which appeared in the October issue of your magazine. We would like to have several copies of this issue to send to interested

DELCO-REMY

OIL-FILLED SERVICE COILS ARE . . .



**BETTER
EIGHT
WAYS!**

Delco-Remy
DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

DELCO-REMY—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS



1. Hermetically sealed against entrance of moisture and air under all conditions of service.
2. Oil-filled for permanent insulation and better heat dissipation.
3. Leakproof one-piece, seamless drawn steel case.
4. Sturdy, arc-resistant, shockproof molded cap.
5. Steel primary terminals, positively soldered leads, and anchored windings for greater strength and durability.
6. Balanced windings for maximum performance and longer contact point life.
7. Special elastic nipple for protection of high tension outlet from grounds caused by dirt and moisture.
8. High quality porcelain insulator for internal assembly support.

NOW, a complete line of Delco-Remy 6- and 12-volt oil-filled service coils for every Delco-Remy application old or new is available through United Motors Service distributors everywhere.

WHEREVER WHEELS TURN OR PROPELLERS SPIN

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1951

parties in our organization.

H. L. ANDERSON,
Zone Service Manager,
Pontiac Motor Division

Glad to hear you liked the article. We're sending you extra copies, with our compliments.

WANTED: A DIAGRAM

Cleveland, Ohio

Gentlemen:

I was fortunate to see your issue of June, 1951, and I want to

say that I was impressed with the contents. Have you published at any time a wiring diagram on a six-cylinder 1950 Ford, like the diagrams on pages 86 and 87 of the June issue?

ADAM KRAVETZ

We're glad to send you the diagram, which was published a number of months ago.

It Helps Garages

(Continued from page 49)

amount of the unpaid balance

owed by the customer—the same as a cash deal.

Under these several plans there is no recourse on the part of the garage or jobber. Neither is liable or responsible for any part of the money owed under the contract and there is no bother later about repossession as no lien was issued in the first place. The man's good credit is the thing the finance companies bank on first.

Moon reported that in his case he had signed up ten of his garage accounts under his program, and reported that all had used the plan on at least one occasion where they might otherwise not have been able to land a big repair job.

He told of one instance in which the customer's bill was estimated at \$125. When the owner went to



You don't have to argue much to sell auto lamps. Most lamp sales are necessary purchases.

But, you can build yourself up with your customer when making a lamp sale if you'll brag a little, in a nice way, that you use Tung-Sol lamps—the kind the car makers use most.

Get your part of the 43 million dollar annual auto lamp replacement business. And get it with Tung-Sol lamps—a complete line which meets every lamp need of every car, bus and truck—old or new.

Make double profit on lamps by installing them when you are doing other work, so you can charge for time as well as lamps.

TUNG-SOL AUTO LAMPS

SIGNAL FLASHERS • ELECTRON TUBES

TUNG-SOL Flashers for
direction signals have
the safety pilot light.



TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • Newark • Philadelphia



No more of this for garages if the finance plan is followed.

the finance company, he inquired if he could borrow a total of \$225 in order to pay off \$100 in outstanding debts. With fine credit references, he was soon issued a check for \$100 and a second check for \$125 was forwarded to the jobber and garageman.

"As I see it," commented Moon, "this plan means that the average garageman is better able under the plan to compete with his competition. It means that the garage operator can stop doing a lot of patchwork he has been doing for his trade, because if his customer has a big job that needs to be done, then if that man's credit is good, the garageman can do the work and get his money out of the job at once.

"Under our plan the garageman must agree to keep five or more sets of piston rings and to maintain a balanced stock equal to the original purchase covered by the agreement."

Garagemen and service-station operators who haven't looked into a financing plan, and who think they might have use for one from time to time, might contact their jobber for information on what kind of plan is immediately available in their territory.

Dear Bill,

We're getting set to close the biggest service year in our history with no apparent reasons why next year won't be as big, if not bigger. All you have to do is keep banging away at the little things all year and they add up to a satisfactory total at the close of business December 31.

I can't help but contrast this year's end with our Great Depression year-ends a couple decades ago. In those tough times we were struggling to keep the business afloat and to get enough repair work in the doors to allow the service crew to meet their grocer half-way.

Even when the customer began to get hold of a little money again, he'd got out of the habit of spending it on automobile maintenance and we had to nag at him ceaselessly to get back on the regular preventive-maintenance program for his car. We've never let up on this program, and we've got our customers pretty well accustomed to harkening to our seasonal warnings and suggestions. Some of the old timers don't even read the card or letter we send them. They just drive in, hand us the card and leave the car for us to give it whatever it needs to have done.

But it even took a little longer to get the mechanics out of their "plenty of time" attitude built up through years when there wasn't always a job waiting for them when they got through with the present one. And then a lot of our new men were hard to convince that time is the essence of maintenance work, and this required a lot of selling.

Lately, inflation put greater financial demands on each mechanic and service employee and our class of customer didn't always participate in higher income, so we couldn't pass our men's demands on to them directly in advanced prices. The only answer was of course more volume through greater efficiency. Like everything else of value, this required an increased investment and increased daily cost, but it resulted in profits on the investment and cost.

Our increased volume and profit this year was accomplished with the same number of workmen we had before, but we found where improved customer follow-up and shop-control methods would allow the use of more ad-



You don't have to be a plumber to install a Rayclean Fuel Filter

A Rayclean filter weighs only 3 1/2 ounces — measures only 2 1/4" wide by 2 1/2" high.

Cross-section showing how design assures surface-type filtration.

Photo showing installation in vertical fuel line.

Photo of normal horizontal installation.

★ **No trouble to put in any make car**
★ **Assures only fine-quality filtration**

Here's the answer to all the old problems of installing gasoline filters on modern cars. Rayclean is so compact, so light in weight that it fits almost anywhere. No more special tools needed — just break the fuel line at any convenient point and hang the filter right in the line. *No other support is needed.*

Manufactured by Sparkler, the Rayclean filter utilizes the same principles of precision filtration that Sparkler has employed in the critical industrial, chemical and drug fields for more than 25 years.

Inside the streamlined housing, a series of three dual-surfaced filter discs provides exceptionally large filtering area. The discs themselves are covered with non-woven rayon cloth, a special synthetic fabric that does not permit fibers to come loose to clog carburetors. Dirt, rust, sludge and gummy particles are caught and held on the surface — there are no channels through which unfiltered fuel can by-pass the filter element. All other points of possible bypassing are *positively sealed*, so that fuel can follow only the right path through the filter.

Made of aluminum, Rayclean filters have a large, unbreakable chamber to hold all accumulated sediment and water between cleanings. *It's a big-profit item in a little package that means less work and more satisfied customers for you.*

List Price, with fittings..... \$3.95

See Your Jobber
SPARKLER MANUFACTURING COMPANY
Mundelein, Illinois

ministrative and clerical help to cut down the loss of time and efficiency in the old operation.

There are now people paid to see the mechanic wastes no time getting the next job in his stall when he finishes the one he has. In one eight-hour day one extra partsman taking care of the intercom parts orders from the mechanics can save 24 to 30 wasted hours we used to lose daily through parts delivery delays. One mechanic isn't now sitting on the bench because there isn't a

man at the door to write down the order for the work the customer wants him to do, if his car can only be rushed to his stall. An extra service salesman handles this project.

At first we thought some of our old boys on the line would resent all the new-fangled efficiency, but far from it. They've entered into the spirit of things and have presented all kinds of time-saving helps and devices that has even improved efficiency more so. They have become as intolerant

of wasted time and delay as the boss. They cooperate to keep things moving and are pleased to see the improvement in their pay checks.

Yrs,
Ed

Don't Condemn a Good One!

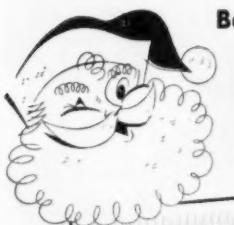
ing as before, and if amperage and voltage hold to recommended amounts for proper time period, battery can be *assumed* to be okay, at least for the time being.

But if, under this test, voltage and amperage begin to drop sharply, look into the cells through the open vents. Any battery will bubble or "gas" while under discharge, but the gassing should be about equal in all cells. Should one cell seem to boil while the other two merely simmer a bit, then that cell is certain to have trouble deep down in it and the battery should be condemned. In extreme cases where this condition exists, the bad cell will gush up over the vent hole like a small geyser, eliminating the need for further tests.

From the foregoing it would appear that battery testing is not the easy and haphazard job that some would have us believe. Neither is it always a job for the battery specialist. Anyone who handles only a few batteries should, by following the procedure as outlined here, be able to place a battery in one of three classes: it is either good and can be depended upon (provided the rest of the car's electrical system is okay), it is in fair condition, or it is definitely bad.

We have seen that eight checks can be used in determining the condition of a battery. Often it is not necessary to use all of them before arriving at a conclusion, but seldom, if ever, can a battery be condemned on one check alone. One check must be balanced against another and the whole evidence weighed before most batteries can be okayed or condemned. Only thus can we keep the good batteries in the cars and the bad ones in the junkpile.

Taxes on the typical motor vehicle and the gas it used last year added up to almost as much as the average motorist paid in federal income taxes for 1950, according to the American Petroleum Industries Committee, New York.



Be practical this Christmas . . .
give Herbrand Tool
Gift Certificates!



Here's a brand new idea to solve that old problem "What shall I give him for Christmas?" Good mechanics, professional or amateur, appreciate good tools of the highest quality, and there's always room in every kit for new time and labor-saving tools.

Mechanics, garage owners, fleet owners, car dealers or wives can purchase Gift Certificates from Herbrand Distributors in any denomination they wish. Certificate holders can choose the tools they really want—right from their local distributor of Herbrand Tools.

Christmas is just around the corner so don't wait—stop in tomorrow and do the unusual this year—buy Herbrand Tool Gift Certificates.



Herbrand Tools Fremont 8, Ohio

Wrecks Built Shop

(Continued from page 53)

and more wrecks every day.

"A good many dealers here in Dallas process more wrecks in a week than I do. Most of them are good, clean competition, but some of them are not. That bid of \$50.50 is an illustration."

The Rip and Jimmie Garage performs an infinitesimal amount of motor work and other general repair, with at least 95 per cent of the volume in body labor on wrecked cars. Jimmie now works 12 men, in and out of the shop, and he processes an average of 40 cars a week. There are always about 60 cars parked around the place awaiting their turn. In his almost 22 years in business it is probable that he has processed 30,000 cars that have been in wrecks, big and little.

Can't Count the Wrecks

He couldn't classify the cars he has repaired by number and degree of damage. It is almost certain he couldn't say how many wrecks altogether have been

1 out of the shop. But his office walls are adorned with pairs of before and after pictures, mute but eloquent testimonials to the quality of work performed.

Merchandising of a sort, and service of a distinctive type, are important to this business, too. Merchandising as done by Jimmie was illustrated after he led the way to a Cadillac parked in the shop. The Cadillac was shiny black, unmarked, on new tires.

"This Cadillac was wrecked not too long ago and we fixed it up," explained Jimmie. "We also fixed the Packard rammed by the Cadillac, and also wrecked. The man who owns the Cadillac paid me for both jobs. He paid me \$1,600.

"Today, he brings in the Cad and says we must have dropped a jack on the gas tank, which is leaking. So I am going to fix the gas tank at a cost to me of about \$7.50, but we are not responsible for that leak. After looking at this job three times I decided we didn't do it, but that we will fix it free. The leak was put there when the new tires went on, after the car left our shop. But should I make a \$1,600 customer mad for \$7.50?"

Distinctive service rendered was demonstrated in a telephone conversation. Jimmie answered

the phone and after listening registered amazement. After more conversation, he instructed:

"Well, if you can get it down here under its own power, you bring it on in and leave everything to me. Leave all the details to me. You can't afford to spend your time on it and I'll see that you get your money. There won't be any trouble in this case."

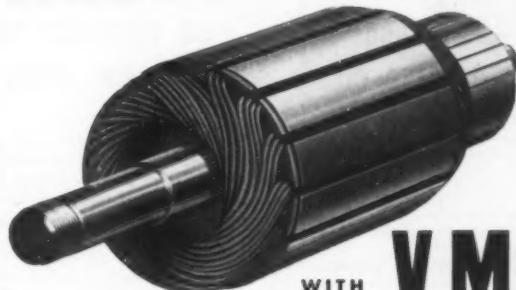
Then Jimmie explained the conversation.

"Customer of mine," he said. "An electrician who can't spare

the time from his work to fix responsibility. His car, standing still, was rammed by a bakery truck. So I'm taking over for him. You have to be a sort of lawyer in this business, too. At least you have to know your way around so you can help customers in such cases."

"But there are some amazing angles to this wreck. That car is jinxed! After 20 years in this business you know when to be superstitious. That car has been wrecked four times now, stand-

SELL YOUR CUSTOMERS ORIGINAL PERFORMANCE



WITH

VMC*

ARMATURES

FACTORY METHOD
REMANUFACTURED

RANDOM WOUND

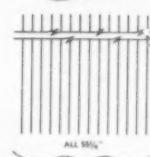
Greatest Load on Shortest Coils
1879002 Armature



116 $\frac{1}{2}$ " Less Wire
1. 14 Windings of Varying Length & Weight
2. Improper Circulation of Air
3. Wires Criss-Crossed, Shorts Out Quickly
4. Not Wound to Original Specifications
5. Lower Output and Short Life

VMC WOUND

Lead Evenly Distributed
1879002 Armature



116 $\frac{1}{2}$ " More Wire
1. Preformed Coils
2. 14 Coils of Same Length & Weight
3. Ample Ventilation & Air Circulation
4. No Crossed Wires in Slots
5. No Shorts—No Grounds
—Longer Life

Today's automobiles demand higher generator output. The manufacturers' answer is the Ventilated Matched Coil Armature. The VMC armature is built to meet original specifications of wire size, number of turns, and high efficiency. The VMC factory method of remanufacturing armatures insures uniform quality and precision production. The VMC armature is a guarantee of longer life and trouble free performance. Always specify VMC generator armatures.

NATIONWIDE



BUY THROUGH YOUR JOBBER

*Ventilated Matched Coils licensed by Carter Coil Company, Atlanta, Georgia

ing still.

"He drove it out of here last night. We had just fixed it up after the third standing-still wreck. I told him that car is jinxed, that he'd better let me put a binder on it before he moved it. But he said no, he'd insure it after he got home. Chances are he didn't, and drives out this morning and gets it wrecked for the fourth time, standing still.

"Some cars are definitely jinxed," Jimmie insisted. "Jinxes fasten themselves to cars or families.

I know cars that have been wrecked four and five times.

"And some of my steadiest customers who keep coming back are members of one family here. Not a big family, either. But in my time in this business the cars driven by various members of that family have been in no less than 60, maybe as many as 70 wrecks. The family is jinxed. And this electrician's car is jinxed. Wrecked four times standing still!"

Jimmie hasn't put in twin-post

lifts or any of the "new-fangled" pieces of equipment, or tools. He says every wreck calls for a somewhat different car position best suited for the work to be done and that the best body finishing is done by hand.

His one and only partner was A. P. "Rip" Van Winkle. After four years of the partnership, Van Winkle had enough out of it to get a new-car franchise. Since the first franchise he's changed cars twice, but now is a highly successful dealer who spends much of his spare time investigating prospective football players for Southern Methodist University.

Jimmie, who kept the partnership name because it was established, admits that he, too, has been "fortunate." He adds:

"Maybe it couldn't be done on such a shoestring now, but we started with \$300 each, all of it borrowed, and a screwdriver and a pair of pliers. And nobody ever gave either of us anything."

Finding the Leaders

(Continued from page 63)

sacrifice all this on impulse. In fact, our men have not cultivated the "job-to-job" habit. They are stable or they wouldn't be holding a responsible position with us."

Spence freely admits that hiring experienced men with a following has some advantages.

"Such men don't need any schooling. They can step into a territory and immediately start producing. But what control does the house have over such men? They can take their following to a competitive house—with a good percentage of new accounts acquired.

"We decided long ago," Spence concluded, "that to be successful we would have to be more than a convenient source of supply for salesmen without any sense of loyalty toward their house."

"We just got to a point where we decided for our own best interest that inasmuch as we were financing our own business, we might as well control it from every angle. And the only way we could do that was to surround ourselves with loyal employees."

"We came to the conclusion if we were to expect loyalty we would have to raise our organization—let each employee grow up within the ranks and identify himself with the firm."

THEY GO BETTER TOGETHER Pyroil and WINTER OIL

When you change to winter oil—remember to add Pyroil—and forget a lot of winter driving headaches. In cold weather, you need low viscosity oil to help you get started—but you need the extra protection of PYROIL to keep you GOING. Winter Oil quickly drains off piston rings and cylinder walls, exposing them to rust and corrosion caused by dampness and cold.

Pyroil has the extraordinary property of making oil (yes, low viscosity oil, too) protect these important engine parts with a blanket of oil at all times. Pyroil prevents damaging "dry starts". Pyroil permits oil rings and piston rings to work freely without "pumping" due to gum and sludge.

Pyroil and winter oil GO better together—you'll GO better, longer, at less maintenance cost, with Pyroil.

When you add winter oil—add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—has coins up to 50¢ pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

606 Main Street

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing
Agencies, Ltd.
Toronto, Ontario

REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia
Southcentral—John T. Jolly Sales Co., 1916 — 34th Ave., Meridian, Miss.
Southwest—Hirsch-Frazier Co., 807 Cotton Exchange Bldg., Dallas, Texas
West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, California

Pyroil and Profits GO TOGETHER TOO MR. JOBBER!

When you change brands and add Pyroil—you really are making a big change Mr. Jobber—you are changing to added profits—easier sales—better customer relations.

Pyroil is the choice of consumers, so why not supply your dealers with the fastest selling product. Everybody makes more money—with less selling effort—and the fellow that pays the bills (the consumer) is really satisfied!

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



Factory-Dealer Relations

(Continued from page 54)

sion . . .

When dealers know that an injustice cannot be inflicted against them without their having the opportunity to present their side, it gives them greater confidence. Greater confidence along with better understanding always means better relations. My suggestion to the entire industry is to see that they do create such dealer relations or departments. Nothing would gain the confidence of dealers more than this . . .

These dealer-relations departments could keep men in the field for no other purpose than discovering the direct feelings of dealers. Their reports would go back directly to top management and not to sales organizations. Where dealer councils serve the purpose of eliminating the irritations of small complaints, dealer-relations departments could serve as a medium for removing fear out of the dealer's mind. If and when these fears are eliminated, dealers and manufacturers will feel the results by increased sales and profits.

Look at Other Side

We probably could take up much more time in discussing the problems of dealers but we said we were going to look at both sides of this subject of industry-relations. Let's leave the side we have labeled average dealer and walk around this stone image again to that side we have labeled manufacturer.

The same kind of sincere discussion with him will bring the same kind of answers that we got from the dealer. The manufacturer is just as sure to have as many irritating things from his standpoint as do dealers. Continuation of these irritations will cause his fever to rise just as high as the dealer's . . .

If we put this searchlight on the manufacturer's side of the problem long enough and if we delve deep enough into his worries, I think we would come out with one major concern in the mind of most manufacturers. That worry is his concern about the treatment his dealers give to the buyers of the product.

We must realize that the manufacturer has only one contact with the buyers—his dealers. The way

we treat them determines the amount of repeat business that the manufacturer gets and the way we treat the public in general has a great deal to do with new business that the manufacturer will be able to secure. Regardless of the merit of his product, we can drive business from him with bad or inefficient tactics . . .

I am firmly convinced that if the manufacturer was able to put his finger on his greatest worry, he would say that it was the performance of his dealer organiza-

tion.

Is it any wonder that more or less tight reins are held upon us when we realize the tremendous importance of customer treatment by dealers to the ultimate success of the manufacturer? . . .

What can the average dealer do to remove this fear from the manufacturer's mind as to what we are doing to the customer? At the moment, the only thought that comes to me is for every dealer to adopt a code of doing business . . .

Engineered to OUTLAST... Merchandised to SELL FAST!

PLANET
HYDRAULIC BRAKE
HOSE

POINTED HOE AND COAT

PLANET METAL PRODUCTS CORP.

with
"PERMA-GRIP"
Fittings

A complete line of extra quality
brake hose manufactured and
tested to conform and exceed SAE
Specifications. Planet's exclusive
engineered features assure better
performance and longer service. The
hose is chemical resistant and
remains flexible under all conditions.

Rubber is forced into all
areas by crimping (8 sec-
tional crimp) forming an
additional seal.

Serrations in brass insert
and in fitting itself pre-
vents fittings from pulling
off.

Steel and brass are
bonded together making
it leak proof at this point.

Available in sizes to fit all cars and trucks

PLANET METAL PRODUCTS CORP.
966 Dean Street • Brooklyn 16, N. Y.

"Little Things" Pay (Continued from page 50)

course, the major factors of a clean garage, personal service and modern equipment.

Ordinarily, when a customer drives up for service, she doesn't leave her car.

"Let the customer walk where she is going?" asked Lopez. "We either drive her home or wherever she wants to go. At the time we are writing up the job ticket, we inform the customer

just what time the car will be ready for delivery. And it will be ready at the time specified.

"The customer does not have to come back for the car. We will deliver it—whether it's to the home or office."

Walking to and from a garage will cause many a person to put off having minor, and even major, work done, Lopez believes. "Take this obstacle out of the customer's path and business will automatically increase," he said.

As an example of how Lopez

profits from his experiences as a customer when he travels, consider the matter of charges to customers.

"Recently I had my car in a garage for a few minor adjustments," he said. "When I came back for it, no one knew what the charges were. There were a few small parts involved, plus the labor charges."

The owner had to hunt two different men—one of whom was out for coffee—before he could tell me what I owed. This took exactly 24 minutes of my time. And I was in a hurry!"

Lopez realized that this sometimes happened in his garage and took steps to remedy it, even though it meant a little added expense.

He moved his parts department up close to the office. As soon as the mechanic receives parts for a job, the ticket goes to the girl in the office. She immediately totals the amount.

Speeding Up Customer's Bill

As soon as the job is completed, the mechanic working on the car comes to her and gives her the labor cost involved. Since the parts are already totaled, she simply adds the amount of labor and the bill is ready when the customer calls for the car, or when the car is given to the boy who will deliver it.

"Aside from eliminating lost time as far as our customers are concerned," Lopez said, "we find that now there is no last-minute rush with a customer breathing down our necks. There are no parts going out without being charged. This system plugged a leak in our parts department."

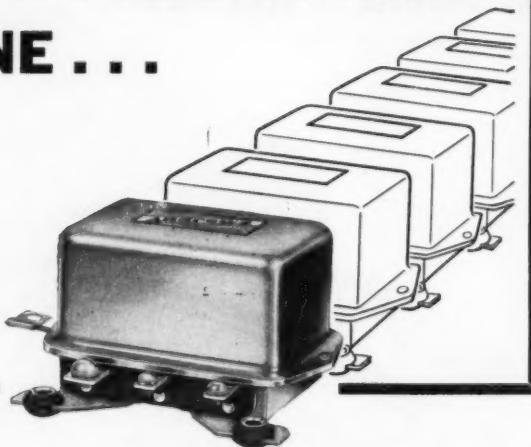
A well-stocked parts department is an important part of the operation. Inventory runs between \$3,500 and \$4,000. Lopez cannot see paying a man to chase across town several times a day to pick up 30 or 40 cents worth of parts.

"A customer comes in late with, say, generator trouble," Lopez said. "We are offering no service if we tell the customer, 'Sorry, can't do a thing until tomorrow. The parts house is closed.'"

Today's motorists are, generally speaking, all over the country in the course of a year, Lopez believes.

"They are in and out of all types of garages," he said. "They recognize new equipment and just as

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surely they come to know old and obsolete equipment. They can tell seldom-used equipment by the dust on it.

"The customer quickly loses confidence in a shop with old-style equipment. He has been led to think it requires modern tools to test new cars. Old equipment, I've found, will drive away more dollars than new equipment costs.

"Just recently we installed a new type of headlight-aligning machine. Before we bought it, we were getting none of this business. Now practically every customer wants his lights adjusted. As a result, we are selling new lights and bulbs and repairing wiring. The machine will pay for itself within a short time. And it is responsible for lots of free, word-of-mouth advertising — the only kind of advertising we use.

"Our method of operation pleases our customers and they recommend us to their friends. We have more work than we can handle, with no slack periods."

The little things in automotive service set a shop apart and bring it that kind of business.

Built by Mail

(Continued from page 57)

any car dealer or garage could want. It furnishes in addition the closest check on results.

The time may come when we may be entirely dependent on our service department as new-car allotments are cut. Direct mail, we believe, will be the answer to keeping a full shop going. My only caution is: Keep at your customers regularly and consistently for the best results.

Direct mail becomes ineffective if it is haphazard.

Keep your records accurate. They help establish confidence in your recommendations.

Shaded Windshield Use Rises 1,000 Per Cent

PRODUCTION of scientifically tinted safety glass for windshields has been stepped up 1,000 per cent during the last year to meet growing demand by motorists for relief from overhead glare and heat, G. P. MacNichol, Jr., vice-president of Libbey-Owens-Ford Glass Co., has announced.

More than 170,000 automobiles now are equipped with the bluish-green windshield which

was introduced a year ago. Automobile men say the demand for the glare-reducing glass has been increasing steadily, not only in the sunnier sections but also in areas where snow-glare is a problem.

The slight bluish-green tint in the glass itself is obtained by mixing iron oxides in the glass during manufacture. By balancing the ingredients correctly, it is possible to eliminate a substantial percentage of the sun's glare-producing rays and about one-half of the

heat rays and still preserve good optical properties in the glass, MacNichol explained. A secret process is used to produce the modulated shading of the plastic in the upper part of the windshield.

Turner Leaves Atlanta

W. G. Turner, manager of the Southeastern region of Cummins Engine Co., Inc., with headquarters at Atlanta, has been transferred to Cleveland.

new **OTC** **HYDRAULIC SLEEVE PULLER & INSTALLER**
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pull or install cylinder sleeves with the OTC POWER-TWIN in minutes instead of hours . . .

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These are the actual words of a shop owner the first time the Power-Twin Hydraulic Sleeve Set was used in his shop. You too will be amazed at the ease and speed with which this new OTC tool removes and installs wet or dry cylinder sleeves. What used to be a "Tough Job" now becomes simple with the sensational OTC Hydraulic Sleeve Set.

- Converts all OTC Sleeve Pullers to hydraulic power by the addition of only a few parts.
- Removes and installs either wet or dry 3" to 6" sleeves faster, easier.
- Operates on over 200 makes and models of trucks, tractors, busses and power units.
- Fully adjustable to provide clearance regardless of position of cylinder head studs . . .
- Centers accurately over bore.

Dry cylinder sleeves replaced quickly and easily without damage or distortion with the new OTC Sleeve Installing Set.

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101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kiefer Avenue, St. Louis 6, Mo.

102. TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for ODOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 6, N. Y.

103. FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmissions and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean grease, paint, pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 227 Thames Street, New York 6, N. Y.

104. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today and that you don't need much facts, one which you buy is a breaking fact. The purpose of this booklet is to give you facts to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

105. WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains information on the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings and photographs. Lists by catalog number component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106. ATTRACTIVE FOUR PAGE FOLD-ER showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 22 Thames Street, New York 6, N. Y.

107. AMMO ENGINE REBUILDING AND BRAKE SERVICE TOOLS AND EQUIPMENT—Catalogs describing the Amoco line of Wet and Dry Honing Machines, Brake Shoe Grinders, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hoses, Connecting Rod Aligners, Line Boring Machines, Rides, Brake, Portable Coolant Units, Tension Indicators, Brake and Sinker Arm Grinders, Small Bore Honing Cylinder Hones and Foot Switches. Amoco Tools, Inc., 2110 Commonwealth Avenue, North Chicago, Ill.

108. AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair tuffies—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stud pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

109. THREE SERVICE MANUALS covering service operation on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Company, Owatonna, Minn.

110. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor overhauling and how to overcome. Ramco Corp., 3008 Forest Park Blvd., St. Louis 8, Mo.

122. INSTRUCTION BOOK and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124. MCCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Roipelle at E. Grand Blvd., Detroit 11, Michigan.

125. STANDARD DUTY GENERATOR REGULATORS—A 10-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

126. HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as descriptions and explanations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

127. HARD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

128. CATALOG NO. 500-R. Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

129. STREAMLINER CATALOGS on Moog Coil action front and parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6561 Easton Ave., St. Louis 14, Mo.

130. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS—Explains fundamental principles of hydraulic brakes and their operation. Outlines correct procedures for brake inspection and adjustment. Gives cause and remedy for common brake trouble. Aids for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

131. MCCORD MUFFLER CATALOG—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., Roipelle at E. Grand Blvd., Detroit 11, Mich.

132. DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½ x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

133. NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6561 Easton Ave., St. Louis 14, Mo.

142. IGNITION—Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

144. AUTOMOTIVE SERVICEMEN'S HANDY BOOK—A simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

149. NEW PAMPHLET DESCRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats and Special Pinion Bearing Assembly for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4395, Oklahoma City 9, Oklahoma.

150. NEW BLACKHAWK PORTO-POWER CATALOG NO. P-50, AND PRICE SCHEDULE—Includes "catalog of uses" covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

161. WHIZ CATALOG NO. 48-C—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 540 Cooper St., Camden, New Jersey; Toronto, Ontario, Canada.

162. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated with explanatory information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 18th St., Cleveland 1, Ohio.

164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX6-A, Airtex Automatic Division, Inc., Fairfield, Ill.

175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORES—Describes, for the first time, how an average mechanic can become a carburetor expert in one week with the "newest" technique—Hygrade Finishing System of Carburetor Rebuilding. Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

188. THE LAMSON NO. 59-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starrett bolts and washers, ring gear, rivets, track bars, tie rod ends, ball joints, tie rod ends and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 35th St., Cleveland 3, Ohio.

185. SERVICE MANUAL FOR THE DOCUMENTOR OF MOTORS—A comprehensive and detailed reference book which places special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its cover-

age of the subject and as simply written and as profusely illustrated that service men and car owners will easily understand. Distributed by Auto-Lite Battery Corporation, P. O. Box 851, Toledo, Ohio.

182. **WIRE & CABLE CATALOG**—A 24 page catalog covering every automotive use of electric wire and cable, complete with standard and special. Electric Auto-Lite Co., Merchandising Division, Champaign & Chestnut Sts., Toledo 1, Ohio.

183. **CATALOG** presenting the entire Yankee line of lamps, mirrors, and specialties in two pages. Each item is illustrated, text given in question-and-answer form. It is classified for quick reference. Catalog in Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

184. **SPARK PLUGS**—Condensed four page specification folder for passenger cars, including 1941 models. "Plug Chart" Indicator and Data Sheet also available. This service tool is designed to assist service men in diagnosing spark plug range problems. The Electric Auto-Lite Co., Merchandising Division, Champaign & Chestnut Sts., Toledo 1, Ohio.

185. **POROSUS CHROME PLATIN RINGS**—A 4-page folder answering pertinent questions concerning Porous Chrome—the seven developments in piston rings. Keppen Company, Inc., Pekin Rd. Division, P. O. Box 594, Baltimore 3, Maryland.

186. **THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and replace them. In a handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

187. "BEHIND THE SCENES"—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

188. "WHAT PRICE QUALITY?"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY?" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

189. **8-PAGE CONDENSED CATALOG**—Shows complete line of K-D Tools. Over 100 tools described and illustrated. Ford Valve Service Chart on the back shows correct K-D Tool combinations to service all Ford-Oldsmobile motors from 1922 to date. Frea K-D Manufacturing Co., Lancaster, Pa.

190. **CATALOG NO. 67-A AND SUPPLIES**—Describes car applications of the motor generator and motor armature and field coils. Contains valuable interchangeability data on all passenger cars through 1936. Lighting generator and starter armature applications for the popular trucks. Arrow Armatures Co., 15 Furdham Road, Boston 24, Mass.

191. **BUMPER PRODUCTS**—A condensed catalog designed for service men who just replaced. It contains a hand-simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bumpers. Anchor Rubber Products Inc., 1724 London Road, Cleveland 12, Ohio.

192. **HAND TOOLS CATALOG NO. 57-M**—40 exterior pages on modern Hand Tools for all passenger automobiles and trucks. Dimensions, otherwise, the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.

193. **AUTOMOTIVE BEARINGS**—Catalog 50-CE—a 60 page listing of connecting rod, cam shafts and main bearings for cars, trucks and tractor engines. Jeannsen Bros. Co., New Castle, Pa.

194. **COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM**—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Wixson-Rutherford Co., 200 S. Michigan Ave., Chicago 5, Ill.

195. **THE ABC'S OF SELLING SHOCK ABSORBERS**—A 20 page, pocket-size "cross-tie" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth, it

gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, Cleveland 3, Ohio.

196. **FACTS ABOUT IGNITION COILS**—Learn what characteristics of a coil are important for top motor performance. The significance of coil polarity when an engine is run at low speeds and many other tips on ignition service. Echlin Mfg. Co., 248 East 94, New Haven 5, Conn.

197. **THE RICHLITH MFG. CO.** has available for distribution a colorful and fully illustrated 28 page catalog of exhaust deflectors, hangers, gas door guards and many other quality automotive accessories and parts. Richlite Mfg. Co., 2336 Indiana Avenue, Chicago, 16, Illinois.

198. **ILLUSTRATED FOUR-PAGE COLOR FOLDERS**—Showing the operation and construction features of the new Sturm-Vulcan Type B Head, a new and improved head with handy specification table. Sturm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

199. **VAL-VIN-HED**—Attractive catalog containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with exhaust pipe, muffler and resonator. Silencer valve clicking noise is overcome, insulation and protects against moisture condensation. Joe L. Bates Co., Winder, Ga.

200. **OIL FILTER & REPAIR RAPID REFERENCE CATALOG**—An easy-to-use replacement Chart which alphabetically lists makes of cars and compact makes of filters for cars, trucks, buses and tractors. Illustrates and describes Olhausen Multi-Screen and Standard Berlin, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Norwalk, Conn.

201. **WAGNER BRAKE PARTS CATALOG**—A hand ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as Co-Max bonded lining segments available to those interested in bonding linings in their own shops. Wagner Electric Corporation, 6045 Plymouth Avenue, St. Louis 14, Missouri.

202. **BETTER IGNITION** by Delco-Remy—16-page, 8½ x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive mechanics understand and service ignition equipment. Delco-Remy Service Department, Anderson, Indiana.

203. **GRIZZLY BRAKE BONDING CATALOG**—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonding; flame, flame and air and electric ovens for bonding. Complete listing of Satinbond segments and applications. Grizzly Mfg. Co., Painesville, Ohio.

204. **NEW 16 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. De-Kay Lamp Co., 1400 E. Michigan Avenue, Chicago 6, Ill.

205. **BRAKE LINING**—A new 16 page

condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger and commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Boston Corp., P. O. Box 244, New Castle, Ind.

206. **ATTRACTIVE FOUR PAGE CATALOG** featuring method of operation of the new Wavewash Automatic Jet Car Wash-a-ron. Phillips Pump & Tank Co., 1455 State Ave., Cincinnati 4, Ohio.

207. **SIGNAL STAT CATALOG AND INSTALLATION INSTRUCTIONS**—describes and illustrates the Signal Stat and Flare Stat and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks and buses. Signal Stat Corp., 122-339 Kent Ave., Brooklyn, N. Y.

208. **CHILLO GRILLE GUARD** catalog page showing the many types available for both cars and trucks from 1946 to 1941 models. Chillo Products Co., E. Boston 35, Mass.

209. **CURVED WINDSHIELD INSTALLATION MANUAL**—82 page book explains removal and installation procedures for curved safety plate windshields and tuf-flex Plate Glass backlights. Well illustrated. Light-O-Vue Glass Co. Dept. 8A, Nichols Ridge, Toledo 3, Ohio.

210. **STYLIZED ENGINEERED LUBRICATION DEPARTMENT**—A "Stylized" 12-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Stylized Engineering Company, 5705 Northern Bridge Avenue, St. Louis 26, Missouri.

211. **NEW FILKO IGNITION PARTS CATALOG**—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. Filko Mfg. Co., 4245 W. Chicago Avenue, Chicago 51, Ill.

212. **DIRECTION SIGNAL SYSTEMS GUIDE** showing step by step procedure in service of direction signal systems. Includes circuit diagrams as well as TUNG-SOL Flasher unit replacement chart. Tung-Sol Co., Works, Inc., 56 8th Avenue, Newark 4, N. J.

213. **COMPRESSOR BOOKLET** containing twenty-four pages analyzing the features embodied in the construction of equipment used in compressors of the related design. Booklet features two stage bell or roller bearings, simple and roller bearings, two stage automatic, single stage, eccentric as well as compressors for point spraying, car washes and other related equipment. Champion Pneumatic Machinery Co., 625 North Pleasant Street, Princeton, Illinois.

214. **RADIATOR AND WATER CLEANER**—Catalog describing new radiator and water cleaner Unit easy to install, priced economically, two models fit all cars, trucks and



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310. LIGHTING ACCESSORIES— Catalog sheets on auxiliary switch panels, toggle push and slide switches, truck and trailer switches, automotive electrical switches, pipe sealing aids. Cole-Hersee Co., 24 USA Cemetery Ave., Boston 57, Mass.

311. MOBILE INFRA-RED OVEN— Technical Brochure describes Auto-Brake Mobile infra-red oven which solves the major difficulties of mobile kiln heating in under 30 minutes. Shows profit possibilities from increased refinishing business. American Brake Shoe Co., Kellong Div., 97 Humboldt St., Rochester 2, N. Y.

312. PACKAGED SURAY BOOTHS— 128 different packaged automotive spray booths designed to fit spraying requirements of all car and body shop dealers. Four-page specification brochure to give complete technical details. American Brake Shoe Company, Kellong Div., 97 Humboldt St., Rochester 2, N. Y.

313. DUZ-ALL BRAKE RELINING SYSTEM— Illustrated folder describes Duz-All System that provides complete service coverage for Front Wheel and Light Trucks with only 4 linear sizes. Includes large 15" x 22" wall chart showing the five easy steps for relining any set of brake shoes. Grote Corp., Automotive Div., 235 N. Leidal St., Chicago 1, Ill.

314. AIR COMPRESSOR CATALOG covers complete line of air compressors for extensive service industry together with selection charts and data to insure selection of adequate compressor capacity. Waukesha Air Brake Co., Industrial Products Div., Waukesha, Wis.

315. TUBE AND TIRE REPAIR CATALOG in a handy 4" x 6" edition. Contains 52 pages. Each item numbered and fully described. Catalog is punched for hanging your telephone for easy reference. J. W. Speaker Corp., 2600 North Wall St., Milwaukee 15, Wisconsin.

316. G-E SAFETY LIGHTING SERVICE MANUAL— Tells how to sell automotive lighting services. How to trim headlamps. What lamps to stock. Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 13, Ohio.

317. HYDRA-MATIC TRANSMISSION EXCHANGE— Complete literature includes details of Hollingshead exchange service, together with instructions for removal and installation of transmission. Hollingshead Motors Co. (Authorized General Motors Dealer) 2540 South Michigan Ave., Chicago 16, Ill.

318. "DOLLARS FROM DIAGNOSIS"— Tells how to set up and operate a profit pay-

ing Diagnostic Department. Shows how Diagnostic increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest See Catalog! Sun Electric Corp., 4823 Avondale Ave., Chicago 51, Ill.

319. NEW "QUICK REFERENCE" GASKET CATALOG—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New catalog also lists Fel-Pro gasket materials and sizes. Write for free copy today. Fel-Pro Products Mfg. Co., 1566 Carroll Ave., Chicago 7, Ill.

320. NEW AUTO JACK CATALOG— Complete line of hydraulic and mechanical jacks, including Floor Jacks, Curb Jacks, Bumper Jacks, new Saf-Lift Big-End Jack and many others. 15 pages, fully illustrated with complete descriptions and specifications. Auto Specialties Mfg. Co., St. Joseph, Michigan.

321. AUTOMOTIVE SAFETY LIGHTING— A new automotive catalog illustrating reflectors, directional signals, tail lights, step lights, armrests, clearance lamps and safety reflector flares—all heavy duty equipment designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

322. FRONT END SUSPENSION— Parts, part numbers and king bolt sets. Two new catalog offering complete information on one-piece part identification, descriptions, manufacturer's part numbers and quantity used per car. Front end service poster and direct mail post cards are being offered with catalog. Hennsey Metal Products, Inc., Duryea, Penn.

323. LUBRICATION CATALOG— Complete line automotive lubricating equipment, including filters, pump and fittings, compressor adapters, installation diagrams, installation instructions, technical data. Wix Air Equipment Corporation, Bryan, Ohio.

324. FAULTY BRAKES— Bad Brakes cause more accidents than any other mechanical defect. A free PEDAL BLOK is yours for the asking. American Brakeblock Div., 4616 Marquette Ave., Detroit 9, Michigan.

325. NEW CATALOG ready for distribution. A new four page folder illustrating and describing new Micro-25® Automatic Over-Lift® Automatic Steel Products, Inc., Canton, Ohio.

326. ELECTRIC WINDSHIELD WIPERS— New fully illustrated 28 page color catalog giving complete information on dual and single models. Also contains motor and parts reference chart and detailed application chart for both passenger cars and trucks. American Bosch Corp., 3444 Main St., Springfield 7, Mass.

327. STREAMLINED CLUTCH CATALOG NO. CP16A—providing complete listings of ReNu-Accurate Clutch Sets, clutch plates, assemblies and other popular clutch items with

vehicle part number interchange for twenty-eight most popular passenger cars, trucks and buses. Accurate Parts Co., 1345 Euclid Ave., Cleveland 6, Ohio.

328. SOLVENT CLEANING—New fully illustrated 24 page Oakite booklet giving specific data and procedures for economical removal of carbon, grease, dirt and paint from metal surfaces. Oakite Products Inc., 155 F Thames St., New York 6, N. Y.

329. V BELTS—Full information and catalog on "Factory Fresh" V Belts, V Belt Drive, etc. Duron-Atwood Co. Dept. 5A, Minneapolis 12, Minn.

330. TIME SAVING, LABOR-REDUCING IMPACT TOOLS—Price list, complete details on electric Impactools, wrenches & accessories, and thirteen common jobs where Impactool can save up to 50% of time required by hand wrenches. Impactool-Rand Company, 11 Broadway, New York 4, N. Y.

331. STREAM DETERGENT CLEANING— Fully illustrated folder in color, describing the time and cost saving of steam detergent cleaning in connection with industrial maintenance operations. Describes and defines the three simultaneous actions of steam detergent cleaning. Oakite Products, Inc., 22 Thames St., New York 6, N. Y.

332. HIGHWAY SAFETY EQUIPMENT— A two color, twelve page presentation of the entire American Line. Includes the new mobile Mirrors and Side Lamps. All items are clearly described and plainly numbered with carries packing and shipping weight. Kalamazoo punched. Write for your supply. Antilles Force Oiler Co., Port Madison, Iowa.

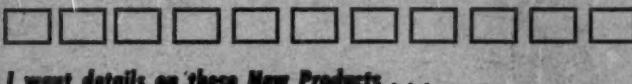
333. FAST-SLOW BATTERY CHARGERS— An 8 page booklet describing a new era in simplified battery charging together with features of new Fox Power Charger. Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

334. "FACTS OF LIFE-ENGINE LIFE"— 16 page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrations throughout. Give the complete story on oil additives, also telling tips and instructions for use. Canista Division, Hastings Manufacturing Co., Hastings, Michigan.

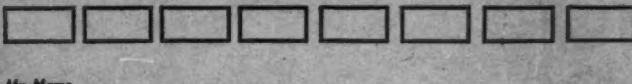
335. GASOLINE FILTER— Fully illustrated catalog inserts describing the Sparkler "Rayclean" gasoline filter. Cross section and installation photos show improved "no channelling" filter element. Can be easily installed in either horizontal or vertical position. No special fittings. Sparkler Mfg. Co., 160 Lake St., Mundelein, Ill.

336. WINDSHIELD WIPER REPAIR WALL CHART— Chart showing proper blade and term specifications for all cars and trucks, flat and curved windshields. 1956-1961 models inclusive — chart DM 642. Trico Products Corp., 517 Washington St., Buffalo 2, N. Y.

Send me these FREE Catalogs and Bulletins . . .



I want details on these New Products . . .



My Name _____

Title _____

Company _____

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City _____ Zone _____ State _____

12/51

List Items You Want.

Tear Out and Mail!

Attached Card

Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

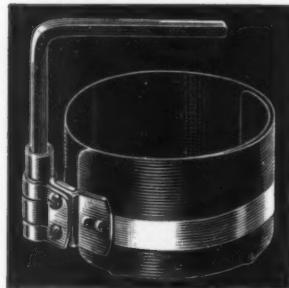


New PRODUCTS AND CATALOGS

600—Ring Compressor

A midget piston-ring compressor for use on small foreign cars, scooter bikes, power lawn mowers, garden tractors and other small units has been introduced by Herbrand Division, The Birmingham-Herbrand Corp., Fremont, Ohio.

The adjustable friction brake of No. RC-25, as it is called, is actuated by



$\frac{1}{4}$ " square handle. The compression band has beaded edge so it cannot enter cylinder with piston. The tool is for use on small-bore motors from $1\frac{1}{2}$ " to 3".

Want more information? Use coupon on page 106 and you'll get it!

601—Wiper Chart

A wall chart giving windshield-wiper arm and blade applications for current passenger cars has been issued by Trico Products Corp., Buffalo 3, N. Y. Cars are listed by make and model for quick reference.

Want more information? Use coupon on page 106 and you'll get it!

602—Car Wash

Mobo car-wash powder is now available in envelopes containing enough for a single wash job, it has been announced by John T. Stanley Co., Inc., 642 W. 30th St., New York 1, N. Y. Contents of one envelope added to a three-gallon pail of water make sufficient solution for a complete washing.

Want more information? Use coupon on page 106 and you'll get it!

603—Fast Charger

A portable fast charger that will charge 6-volt batteries from 10 amperes to 80 amperes has been announced by Baldor Electric Co., 4351 Duncan Ave., St. Louis 10, Mo.

Fast rate shuts down automatically according to time-switch setting and

slow rate continues until stopped manually, a company announcement stated. The case is of heavy-gauge sheet

metal with carrying handle at top and rubber feet to protect unit when set on wet surfaces. Clips are of the spring snap type.

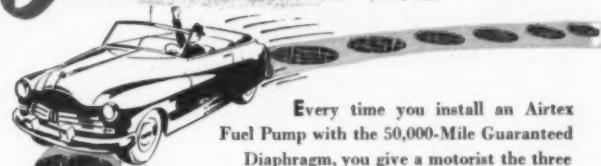
Want more information? Use coupon on page 106 and you'll get it!

604—Sealer Dispenser

A display dispenser for Stanzel's Super-Sealer compound for cooling systems has been announced by Standard Factories, Inc., 317 E. 5th St., Des Moines, Iowa. The metal display is finished in baked enamel and designed with a metal lip that bends up for attaching to wall.

Want more information? Use coupon on page 106 and you'll get it!

50,000 miles OF CUSTOMER GOOD-WILL Guaranteed!



Every time you install an Airtex Fuel Pump with the 50,000-Mile Guaranteed Diaphragm, you give a motorist the three things he wants most . . . easy starting, quick get-away, greater mileage! That's why one satisfied customer tells another, why you build steady business through good-will . . . why you make more sales and profits with Airtex!

ORDER FROM YOUR JOBBER NOW!

Also ask for Airtex Anti-Pulsation Fuel Filters. Self-cleaning, porous metal filter disc removes dirt, lint, water.

Equipped with the patented shock absorber

Diaphragm, guaranteed for 50,000 miles!



605—Bonding Booklet

An eight-page booklet on bonding procedures for brake linings has been issued by National Brake Block Corp., 79 Madison Ave., New York, N. Y. It describes equipment needed for bonding and technique to obtain best results.

Want more information? Use coupon on page 106 and you'll get it!

606—Radiator Cleaner

Whiz Formula 111, a heavy-duty cooling-system cleaner, has been added to the line of R. M. Hollingshead Corp., 840 Cooper St., Camden 2, N. J.

The product is a combination of three

different chemicals, individually packed in a cylindrical container. Each ingredient performs a separate cleaning function in dissolving rust, corrosion and sludge from clogged and overheated cooling systems. Field tests indicate the cleaner will work even in cases where oxalic-acid cleaners have failed, according to the manufacturer.

Want more information? Use coupon on page 106 and you'll get it!

607—Ring Sets

Pedrick "A" sets, featuring Formflex CS8 oil rings, are available for Plymouth, DeSoto, Dodge and Chrysler cars from Wilkening Manufacturing Co., 2000 S. 71st St., Philadelphia 42, Pa.



The rings compensate for irregularities in piston grooves axially and for taper and distortion in cylinders radially and provide a more complete seal at the piston-groove sides, as well as cylinder wall, a company announcement stated. These rings are said to be suitable for worn, re-bored or resleeved engines.

Want more information? Use coupon on page 106 and you'll get it!

608—Fitting Catalog

A revised catalog on its line of brass fittings has been issued by Planet Metal Products Corp., 966 Dean St.,



Brooklyn 16, N. Y. Containing many illustrations, the catalog lists brass fittings from $\frac{1}{8}$ " O. D. tube sizes to $\frac{3}{4}$ " O. D.

Want more information? Use coupon on page 106 and you'll get it!

609—Chrome Spray

A clear, plastic-type spray for chrome, packed in an aerosol can, has been announced by Zaco Laboratories, 1360 W. 9th St., Cleveland 13, Ohio.

When sprayed on after chrome has been cleaned with a rust remover, the compound is said to seal out moisture and salt for several months. It is available in 4-oz. and 12-oz. cans for easy application.

Want more information? Use coupon on page 106 and you'll get it!



RiteSet

MANUFACTURING CO.

HOME OFFICE AND PLANT
2435 Enterprise Street
Los Angeles, California
RiteSet products are sold thru Jobbers

What about the guy who comes in on bended knee and begs you to put "Special-Rush" on his reline job...and then doesn't pick it up 'til way after closing hours! Wouldn't be very nice to shoot him dead on the spot—but there is one way you can profitably handle such work.

Use RiteSet PERFECT FIT lining. It goes on faster—saves your mechanic's time—eliminates throw backs—makes your customers smile from ear to ear!

Actually, whether the work is rush or not, it'll pay you to use RiteSet on every job. Try it next time and see for yourself!

- FRICTION+WEAR
- FADE RESISTANCE
- OIL-WATER REPELLENCE.

RITESET WAREHOUSES ATLANTA BOSTON CHICAGO DETROIT HOUSTON
MINNEAPOLIS PHILADELPHIA RICHMOND SAN FRANCISCO SEATTLE



610—Thermostat Tester

An electrically-heated thermostat tester, said to indicate opening and closing temperatures of all types and sizes of automatic thermostats, is now being marketed by Practical Products



Co., 2632 Nicollet Ave., Minneapolis, Minn.

The tester consists of a heating unit in a separate chamber, steel water-heating chamber with sliding arm holder for all sizes of thermostats and removable thermometer.

Want more information? Use coupon on page 106 and you'll get it!

611—Battery Tester

The Battery-Scope, said to balance the individual cells of the battery against each other in a sensitive bridge circuit of tubeless magnetic amplifiers and to indicate the degree of unbalance on a single meter, has been introduced by McColpin-Christie Corp., Ltd., 3410 W. 67th St., Los Angeles 43, Calif.

Simultaneously with this test, the state of charge is indicated on a second scale, eliminating the need for a hydrometer, a company announcement stated. The tester is available in a standard model and in a deluxe model that also includes a system for easy testing of battery cables and starter switches.

Want more information? Use coupon on page 106 and you'll get it!

612—Wheel Spinner

A wheel spinner with a color reproduction of a Confederate flag under a clear lucite cap has been introduced by Casco Products Corp., Bridgeport, Conn. The spinner has a one-strap bracket and chrome die-cast knob.

Want more information? Use coupon on page 106 and you'll get it!



...Where
BALANCE
is needed!

→PERFECT→
WHEEL WEIGHTS



*The Wheel Weight
that lives up to its name*



● "U" TYPE—
A favorite in the
industry. Fits ALL
rims having factory
trim rings except
late model Cadil-
lacs.

● "C" TYPE—
The "C" type
weight (new style)
in six sizes will give
most satisfactory
results on passen-
ger cars with "K" or
"L" type rims.

● "SPECIAL" TYPE—
Made for late model
Cadillacs with hub
caps covering entire
wheel, except
1951 model for
which "C" type
weight is recom-
mended. 6 sizes.

PERFECT EQUIPMENT CORP.

804 W. Morgan St. KOKOMO, IND.

P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars

613—License Frames

Stainless-steel adjustable frames for license plates are now being marketed by The Greenfield Co., 4417 W. Rice St., Chicago 51, Ill.

Adjusto-Frames, as they are called, have four self-tapping screws to hold frame securely to plate. The polished steel is said to be weather-resistant.

Want more information? Use coupon on page 106 and you'll get it!

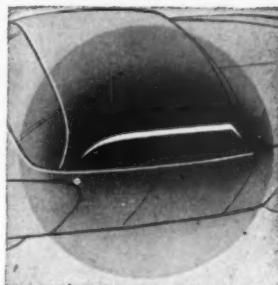
614—Cigarette Lighter

The Vis-O-Lite dashboard lighter, featuring an illuminated well when the pop-out unit is removed for use, is now being marketed by Casco Products

Corp., Bridgeport, Conn.

The light provides a visual indicator for quick replacement of the cigarette lighter, reducing the time the driver must take his eyes off the road and preventing marring of the dash when driver cannot see exactly where to replace pop-out unit, a company announcement stated.

Want more information? Use coupon on page 106 and you'll get it!



615—Ventilators

Window ventilators designed especially for hardtop convertibles have been added to the line of Del-Krome Corp., Walton, N. Y.

Produced in models to fit specific

cars, the units are processed in stainless Jewellglow finish to match existing chrome, a company announcement stated.

Want more information? Use coupon on page 106 and you'll get it!

616—Car Washer

The "Uni-Track" car washer, operating on one track instead of the conventional two tracks, has been announced by Jetomatic, Inc., Ansonia, Conn.

Besides saving space, the unit can be moved and relocated as space needs

NOW...

One Complete Repair Kit
For Drive Line Overhauls

National **All-In-One Kit**

The "All-In-One" Kit consists of the National Drive Shaft Bushing & Seal Assembly, Steel Ball Housing with Drive Shaft Housing Repair Unit, and Universal Transmission Case Ball Seat.

These kits make a complete repair and save discarding a transmission case—drive shaft and drive shaft housing. You can make quicker, more profitable repairs with National "All-In-One" Kits, and yet build customer good-will, because they save major repairs.

For Most Chevrolet Cars & Pick-Ups, Most GMC Pick-Ups.

THE NEW M-105
Drive Shaft Bushing and Seal Assembly with Knurled Head

- FINELY MATERIALS
- PRECISION MADE
- MURKLY INSPECTED

CUT AWAY OF M-105 SHOWING BRONZE BUSHINGS (Patented)

Chevrolet 1951 Passenger Cars & Pick-Ups

Cut Away of M-105 Showing Bronze Bushings (Patented)

Saves Buying a New Drive Shaft.
Provides new bearing surfaces and heavier seal. Uses Old Shaft. Fit Over U-Joint. Install Without Tooling Down Differential. There are National Drive Shaft Bushing & Seal Assemblies for Most Chev. Cars & Pick-Ups, Most GMC Pick-Ups.

As Advertised in the Saturday Evening Post
Sold Nationally By Leading Automotive Wholesalers
Write or wire for full information Dept. S-12.

NATIONAL MACHINE WORKS, INC.
P. O. BOX 4305 AUTOMOTIVE PARTS MANUFACTURERS OKLAHOMA CITY 9, OKLA.



vary in service departments, the manufacturer stated. No special wash bay or separate compressor is needed. The washer sprays, soaps and rinses automatically with its own 125-lb. water pressure.

Want more information? Use coupon on page 106 and you'll get it!

617—Grille Guards

A line of grille guards for 1952 models of Chevrolet, Plymouth, DeSoto, Chrysler, Dodge, Pontiac and Buick has been announced by Budd Barr Indus-



tries, 1552 Holbrook, Detroit 11, Mich.

Designed to fit the contour of the bumper on these models, the guards are said to meet car manufacturers' chrome-plating specifications.

Want more information? Use coupon on page 106 and you'll get it!

618—Fuel-System Unit

A fuel-system analyzer that is said to check entire fuel system and mileage of internal-combustion engines has been developed by Choldun Manufacturing Corp., New Haven, Conn.

The unit tests fuel-pump flow and pressure, mileage, leaky or plugged



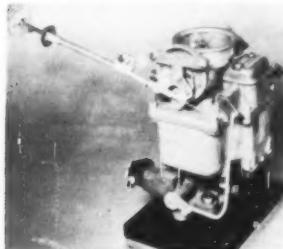
gas lines, carburetor needle and seat, fuel level and fuel-pump diaphragm, according to a company announcement. In cases where the fuel system is inoperative, the analyzer can be attached to the vehicle, manually filled and used as an auxiliary fuel system for driving car to shop without towing.

Want more information? Use coupon on page 106 and you'll get it!

619—Choke Kit

A choke-conversion kit that can be installed without removing carburetor has been introduced by Accurate Products, Inc., 720 E. Washington St., Indianapolis, Ind.

A spring-loaded device is said to assure proper fuel mixture when start-



ing and to prevent killing motor by flooding carburetor. Each kit is individually packaged with all parts and instructions.

Want more information? Use coupon on page 106 and you'll get it!

620—Plug Cables

Spark-plug cable sets, featuring one-piece molded construction from distributor to plugs, have been added to the line of P. Sorensen Manufacturing Co., Inc., Woodside, N. Y.

The neoprene-rubber boot is molded directly to the cable with the connecting terminal completely enclosed. The cable is said to protect the ignition system from moisture and to reduce the chance of hard starting or sudden stalling.

Want more information? Use coupon on page 106 and you'll get it!

621—Tension Wrench

A Torkflash tension wrench with a $\frac{3}{8}$ " drive and a capacity of 50 ft. lbs. has been placed on the market by Blackhawk Manufacturing Co., Milwaukee 1, Wis.

A flash of light tells when the proper amount of torque has been applied.

The tension scale has units of measure found in service manuals, including readings in ft. lbs., in. lbs., scales for spark-plug sizes and for iron and aluminum cylinder heads. The 12" length and $9\frac{1}{10}$ " head make the wrench especially suitable for servicing transmissions on late-model cars, the manufacturer stated.

Want more information? Use coupon on page 106 and you'll get it!



LISTEN...

is your Compressor

running nearly all the time?

...if it is, you are losing money and business!

R-5739R

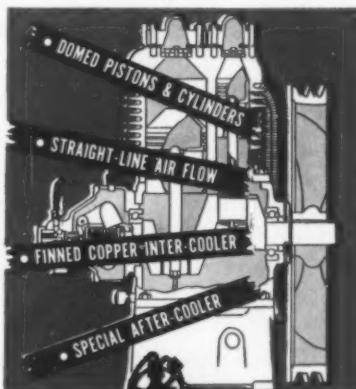
CHAMPION Aero-Dynamic DESIGN

CUTS RUNNING TIME 4 WAYS!

Champion Gives You Constant Maximum Working Pressure and Minimum Running Time!

Champions minimize running time because Aero-Dynamic Design cools air 4 ways! Cool air in the tank means constant pressure, fast and efficient operation of pneumatic tools, savings of valuable time and electricity. Hot air drops in pressure as it cools and keeps compressors running nearly all the time. Champion's exclusive Aero-Dynamic Design guards against breakdowns that can virtually put you out of business.

Listen to your compressor! If it is running nearly all the time, call your Champion Jobber. Select your compressor from the most complete service shop line. Write for free Champion Catalog! CHAMPION PNEUMATIC MACHINERY CO., 834 N. Pleasant St., Princeton, Illinois.



CHAMPION
AIR COMPRESSORS

622—Hot-Spray Outfit

A hot-spray heater, featuring a six-quart capacity for spraying a complete car by either pressure or siphon method, has been placed on the market by Thermalcup, Inc., 10118 Detroit Ave., Cleveland 2, Ohio.

The unit has an automatic thermostat and an outside pilot light to signal operator when lacquer or synthetic reaches ideal heat range. Operator may spray directly from the heater by using pressure-head attachment or he may transfer hot paint or lacquer from heater to standard quart cups for spraying.

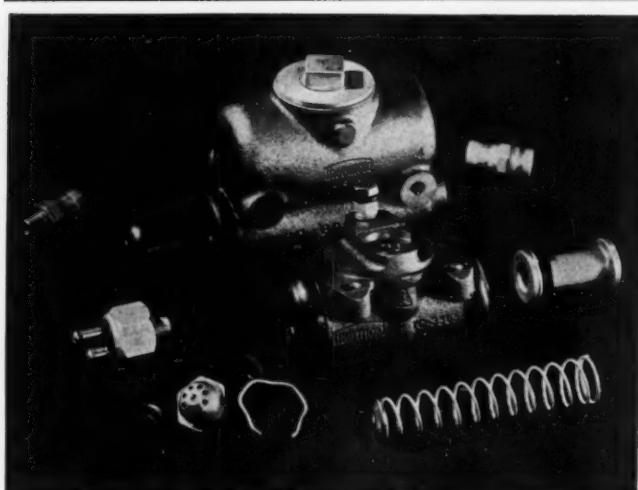
Want more information? Use coupon on page 106 and you'll get it!

623—Air Compressor

Four-cylinder, two-stage air compressors in 3 h.p. and 5 h.p. sizes have been added to the line of The DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio.

They are available for either 125-lb. or 175-lb. service. The V-type units are built for long life and heavy-duty service. The purpose of the four cylinders is to divide the work and reduce the amount of heat generated, a company announcement stated. All outfits are equipped with automatic pressure switches, according to the manufacturer's announcement.

Want more information? Use coupon on page 106 and you'll get it!



Your Own Experience Tells You... The Thermoid Name Means Top-Quality

When you see the Thermoid name on brake lining it is your assurance that the brake job will be right the first time.

*It's the same with
Hydraulic Brake Parts*

Always use genuine Thermoid hydraulic brake cylinder assemblies for complete replacement or Thermoid brake cylinder repair kits and parts for precision brake service.

Thermoid

*the standard of precision processing in
brake lining; brake blocks; hydraulic fluid,
cylinder assemblies; hydraulic brake parts.*
Thermoid Company • Trenton, New Jersey



624—Utility Tray

A utility tray for the top of the instrument panel, held in place by magnetic action, has been added to the line of Chrysler Motor Parts Division, Chrysler Corp., Detroit 31, Mich.

The tray is of metallic gold-toned plastic and is fitted with a permanent magnet. The inside is coated with maroon flock and is partitioned for greater convenience. The tray is designed for Chrysler-built cars.

Want more information? Use coupon on page 106 and you'll get it!

625—Dump Body

Model PF PicUPac, hydraulic hoist model for flat-bed trucks up to one-ton capacity, has been announced by Converto Manufacturing Co., Cambridge City, Ind.

The unit is designed for the user whose average load does not exceed 6,000 lbs. Installation takes less than three hours, a company announcement stated. The dump body elevates load up to 47° angle. It is available with either electrically-driven or manually-operated pump.

Want more information? Use coupon on page 106 and you'll get it!

626—Truck Heater

A hot-water, fresh-air heater for Series 3000 White trucks has been announced by Evans Products Co., Plymouth, Mich.

The heater-defroster is said to have an output of 25,000 BTU's an hour. A separate motor powers the built-in defroster unit. The fresh-air supply is controlled from the dash by a multi-vane shutter. The heater has a 9" fan with die-cast blades and hub of magnesium alloy. A self-bleeding core and brass tanks, headers and tubes are other features.

Want more information? Use coupon on page 106 and you'll get it!

627—Electrode Chart

An electrode-selector chart, listing proper electrodes for welding various types of metals, has been issued by General Electric Co., Schenectady 5, N. Y.

The bulletin gives condensed information on electrodes for mild steel; stainless steel; low-hydrogen, low-alloy steels; low-alloy, high-tensile steels; cast iron, bronze and other metals. Application data and recommended techniques are included.

Want more information? Use coupon on page 106 and you'll get it!

The Bonus You Can Give (Continued from page 48)

could bring suit and recover these amounts.

On the other hand, the bonus funds which were to be distributed among other office personnel, stenographers, clerks, etc., were bonuses within the meaning of the word. None of these people had any understanding as to how much money he or she would receive, or if he or she would receive anything at all. There was no obligation to pay, as far as any individual was concerned, and thus any amount received would be bonuses within the meaning of the word.

It Isn't Really Tricky

One part of this may seem tricky. You may have promised a certain employee a bonus but said nothing definite as to amount. You may have said "as big as I can make it" or "whatever I can do, depending on the money we make." Since this is not definite as to amount, it is not an auxiliary pay practice, but a real bonus. Other types of payments which you may call bonuses, but which are not actually bonuses, are payments customarily paid more frequently than every three months, so-called bonuses directly related to the number of hours worked, or the units produced or sold by the employee receiving the bonus. For example, if you customarily pay your salesmen 10 per cent commission on all goods sold, and then at the end of the year give them an additional 5 per cent on all volume above, say, \$15,000, this is not a real bonus, but part of their agreed compensation—in other words, "auxiliary pay practice."

With this preliminary problem out of the way, you may now have a better idea of what bonuses are and may wish to receive some help and guidance on how to apply the two regulations to your own business.

I am not going to kid you or myself by saying that it will be easy to explain and apply these regulations. However, if you are, or are willing to be, a careful word reader, you will be able to apply these regulations yourself to your problem and come up with a very accurate conclusion as to whether or not, or to what extent, you may now pay your customary "annual bonus."

The first thing you will have to do is to divide all of your employees to whom you have customarily paid bonuses, or to whom you wish to pay bonuses, into two general groups. In the last war, as well as now, the government has seen fit to issue separate sets of regulations covering the two different groups. The regulations are not the same and in many instances do not reach the same results. Thus, no progress can be made by you in applying the regulations until you

have made this division.

The first group consists of executives, administrative employees, professional employees and outside salesmen. Although you may think you know what these terms mean, you had better get the definition of each of these employees and apply them one by one to each employee to see if he will qualify in this group. Unfortunately, the standards for testing this group are contained in another law, the Fair Labor Standards Act.

No. 1270-S

THE Anthes

Mirror rides completely in rubber. Glass can easily be replaced. Waterproof

Anthes patented strut, raises or lowers, swivels on ball and socket—fits all conditions.

Finest, clear mirror glass, sees everything. No shimmy—no blur. 4x8 inch size.

New, improved heavy steel bracket for hinge or body mount.

ANTHES FORCE OILER CO. FORT MADISON, IOWA

Anthes THE FIRST LINE OF SAFETY

*... and proud to serve the safest
drivers on the road!*



For your convenience, the definitions of executive employees, administrative employees, professional employees and outside salesmen are reproduced with this article. Each definition contains a list of several qualifications, all of which must be met by employee before he can qualify in this group. It would be best for you, or someone who knows the duties and responsibilities of each employee, to check each employee against every one of these qualifications. If he meets all of the requirements of the executive, he can qualify in this group; otherwise not. The same thing goes for administrative employees, professional employees and outside salesmen.

When you have completed this work, all employees who have qualified under these standards will be governed by General Salary Stabilization Regulation No. 2. All other employees will be governed by General Wage Regulation No. 14.

What about Executives?

Let's next turn to General Salary Stabilization Regulation No. 2 and see how you stand on proposed bonuses to members of your executive, administrative, professional and salesmen group.

One general statement may be made about this regulation which may solve your problem. You may pay any employee in this group a bonus not in excess of the bonus you paid him for 1950. Thus, if you can get along by paying each man the same (or less) bonus that you paid him last year, you need not worry further about the regulation. There are no reporting requirements and no application requirements and you are only required to retain your records sufficient to show that you have not violated this part of the regulation for three calendar years following 1951.

If an employee was with you only a part of the year, you may consider this bonus as a fractional bonus applicable only to that portion of the year that he worked for you and extend that bonus to cover a full year for present purposes. In other words, if he came to work for you in the middle of the year and worked half a year and received a bonus of \$300, you could now pay him a bonus of \$600.

This may not, however, solve your problem. Suppose an employee did not work for you at



"Sometimes we have trouble finding the oil stick."

all last year. Or maybe you want to pay particular employees higher bonuses than you paid them last year. Can you do this? Well, maybe. Let's take a look at the further provisions of this regulation.

You will probably want to use Section 5 (b) which allows you to consider your bonus fund to all the members of this bonus group as an aggregate bonus fund and distribute this fund among the employees in this group as you please, giving more to some and less to others. If you do this, your aggregate bonus fund for this group must not exceed the aggregate bonus fund for the same group for 1950. Or, if you prefer, instead of taking the aggregate fund you paid in 1950, select your aggregate bonus fund for any three years from 1946 to 1950, add them up and divide by three. You see, in this way you get an average bonus fund of your three best bonus years out of the last five calendar years.

Whichever method you select, you now have an aggregate bonus fund which you may distribute as you see fit among the employees in this group. However, you cannot pay any one employee a bonus in excess of the highest single bonus paid any employee in this group for the year 1950, or, if you have selected the other method, the highest for this period. I hope you have treated all of your employees coming with

in this regulation as one group since it will be simpler for you if this has been your customary practice. If, however, you have divided your executive, administrative, professional and salesmen employees into smaller groups for purpose of your bonus payment, you must apply these rules to each such group.

There is another help given by Section 6 in event, for example, you may have had eight such employees last year and now have added two more, making ten. Your aggregate bonus fund would thus be spread more thinly among ten people. If you are in this fix, you can divide this aggregate bonus for 1950 (or the average of the three best years, as above explained) by the number of employees and get an average bonus per person and multiply that by the present number of persons in the group. This will give you a proportionate increase in your aggregate bonus fund to compensate for the two extra employees you now have in that group. By the same token, if you have fewer employees you must diminish your fund in the same way. If you increase your fund under this section, report the facts within thirty days to the Office of Salary Stabilization, South Federal Security Building, Washington 25, D. C.

Let's see how one company would apply these rules. This company wanted to vary its bonus

payments, that is, not pay each employee the same bonus as he received last year. Nevertheless, it felt that its aggregate 1950 bonus fund was sufficient and it did not need to bother about getting an average of the three best years. This fund in 1950 was \$10,000 and covered 14 employees. This year, however, there were 18 employees.

Dividing \$10,000 by 14 gives an average of \$714.28 per employee. Multiplying this by the present number of employees, 18, gives a total bonus fund this year of \$12,857.04. Last year the highest bonus paid any one person was to Joe Wilson, who received \$1,000. Result: This year a fund of \$12,857.04 may be distributed among the members of the group in any way the company sees fit, provided that no employee shall get more than \$1,000. Some employees may not receive any at all, some may receive more than last year, some would receive less. This is about all of the leeway the government feels it can give and still effectively control salaries.

These May Apply to You

There are two other provisions in this regulation which might be called to your attention, although I doubt that you qualify for either of them. Section 3 states that if you had in effect on January 25, 1951, a certificate of incorporation or a by-law, or a similar corporate document, or a contract or memorandum or other written instrument which provides a definite method or formula for both the computation and allocation of the bonus and which confers upon the employees the right to receive the bonus, you may follow such written plan even though it exceeds the payments otherwise allowed under the regulation. I think we will observe that here the bonus regulation overlaps the "auxiliary pay practice" portion of the regulations, since I think that we would agree that such an instrument as described would create a right to this compensation. This distinction is unimportant, since the bonus can be paid under either plan if it conforms to these requirements.

Section 4 will not be a help to you, but may be a limitation. It operates if you had in effect on January 25, 1951, an established written plan with a definite method or formula for computing this bonus fund, even though

We were not too young after all

Reading time: 1 minute



"Too young."

"Not enough experience."

The factory executive reluctantly passed the decision on to the McFail brothers. And it was bad news, Joe, now 26, and

Jim, two years younger, were aiming for a Dodge dealership.

Experience? They had practically been born in the business—their father was a Dodge dealer. After their army discharge they first sold surplus vehicles; then used cars. Profits and savings soon gave them the capital needed to step into the "big league."

Experience? Yes, the factory executive thought they had a remarkable record for their age. But, he explained, "You need new car sales experience so we'll be sure you're ready."

Jim's expression was pretty bleak. "It's bitter medicine, Jim," Joe explained, "but let's get out and get that basic training like we did in the Army. Let's start selling new cars now."

"You mean sell our used car lot? Work for peanuts?"

"To start with maybe, but we'll make it up once we get our own Dodge dealer set-up."

So the brothers joined new car dealers. Four months later Joe had advanced to sales manager. Both boys were stacking up impressive sales records.



time and effort an excellent opportunity for success."



Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Mich.



Chrysler Corporation

PLYMOUTH • DODGE • DESOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value

your plan does not provide the amount each employee is to receive. If you had such a plan, you must compute your bonus fund under the plan, then compute a bonus fund under the discretionary bonus rules given earlier in the article, and then use whichever is the *smaller*. Thus, your established plan under this section cannot result in a higher bonus fund than if you didn't have the plan, and it might result in a smaller fund. In either case you increase or decrease the fund in accordance with changes in the number of employees, as explained before, and in either case no employee may be paid a bonus in excess of the highest single bonus paid to any employee in the base bonus year (1950 or any one of the three years selected by you if you used the three-year average).

General Wage Regulation No. 14 will cover all of your employees except those you have qualified as executive, administrative, professional or salesmen employees.

It is divided into two types of coverage—where you have an established bonus plan and where you do not. Before you decide you have an established bonus plan, compare your plan critically with Section 2. First of all, the plan must be sufficiently precise so as to predetermine the method or formula for computing the total bonus for the employees in the particular bonus group. The plan does not have to determine how much each employee will receive but the total amount to be paid out as bonus must be subject to computation by application of this plan. For example, a plan which calls for 25 per cent of net profit before taxes is sufficiently definite to meet this requirement, as would a plan which calls for 10 per cent of gross sales, or, of course, a plan which calls for a definite lump sum.

In addition to this requirement the plan must meet one of the following three requirements. It must either be:

- (i) In continuous operation since January 25, 1949, or
- (ii) Contained in a written collective bargaining agreement executed on or before January 25, 1951, or
- (iii) Communicated in writing to the employees on or before January 25, 1951.

If your plan meets the foregoing

requirements, you have an established plan and can apply it to the payment of bonuses this year. However, the average amount or percentage of bonus in the current year shall not exceed the average amount or percentage paid in the preceding bonus year and no employee in the particular group shall receive a bonus in an amount or percentage greater than the largest paid to any employee in this group for the preceding bonus year.

Computing "Average Amount"

"Average amount" means average amount of bonus per employee, and you compute it by dividing the total bonus fund by the number of employees receiving bonuses. You may be able to pay a larger bonus by using the "average percentage" test (you can select the higher of "average amount" or "average percentage") which means the per cent or ratio of average amount to total bonus fund. While "average amount" is easy to apply, "average percentage" is more difficult. If the amount reached by the "average amount" test is not high enough, and you wish to use the "average percentage" test, you probably should get some help from the Wage and Hour Division or from your own lawyer.

If you do not have an established plan you may pay bonuses in pursuance of Section 3 of this regulation. This section gives you three limitations:

(a) The percentage of employees in the unit who are to be paid bonuses this year, shall not exceed the percentage of employees in the unit who were paid bonuses last year. For example, last year you had 50 people in this category and gave bonuses to 40. That is 80 per cent. This year you have 60 people. You can give bonuses to 48 or less people, but no more than 48. On the other hand, if this year you have only 30 people you can give bonuses to 24 or less.

(b) The average amount or percentage of bonus paid to the employees this year shall not exceed the average amount or percentage paid last year. For example, the total bonus you paid last year to the 50 employees was \$10,000. That is an average of \$200 per person. This year your total bonus fund for your 60 employees is \$12,000. If you have only 30, your total bonus amount

is \$6,000.

(c) No employee in this unit shall receive a bonus in an amount or percentage greater than the largest bonus paid to any employee in this unit last year. For example, John Parker was your top bonus man last year with \$750. This year no employee can receive a bonus in excess of \$750. It does not, however, have to be paid to John Parker, but may be paid to someone else.

In the examples in paragraphs (b) and (c) above, I have applied only the "average amount" and the "amount" tests. It might be that you could arrive at a larger bonus by applying the "average percentage" and the "percentage" tests, which you have a right to do. The general counsel of W. S. B. has recently ruled that "average percentage" (or "percentage") means the ratio between the average amount (or the amount of the largest bonus) to the gross annual earnings (excluding bonuses) of the unit of employees. You will notice that this differs from his interpretation of the same words as they appear in Section 2. The length of this article will not permit discussion or illustration of this rule and it is again suggested that if the bonuses arrived at by the method I have explained are not sufficiently large, you may wish to receive some help in applying the percentage test from the Wage and Hour Division or from your own lawyer.

Except for the foregoing limitations, you can apportion your bonus fund among your employees in any way you see fit. And, of course, these are maximum limitations. You can, if you wish, pay a smaller number of employees, pay them smaller amounts, or, in general, do anything you wish provided you do not exceed these maximum limitations.

There are no reporting requirements under General Wage Regulation No. 14 unless the resulting bonus to any employee is 25 per cent or more of his total wages for the year. If so, a report is necessary under the established plan type of bonus and prior board approval for the Section 3 bonus.

This about covers the important features of the two bonus regulations. I think that I should say that I may have, at times, sacrificed precision and exactness of words to make for better

readability and understanding, and I know the government would want me to add that no analysis, however accurate, can take the place of a careful reading of the regulations themselves. In cases of doubt, lay your problem before your closest Wage and Hour office. A list of the addresses of the offices was published on page 131 of the October issue of this magazine.

What we have said before has to do with bonuses which you can pay under the regulations without the necessity of approval. If you wish to pay bonuses in excess of these amounts you must secure approval. On this subject, let me add one practical suggestion: I know something of the processing which is necessary for the issuance of a special order approving bonus payments in excess of those allowed by the regulation. This authority, by the way, has not been delegated to the local offices and applications will be processed at Washington. If you file such an application, I do not believe it will be acted on before the end of the year and you cannot know whether it will be favorable or unfavorable until it is acted upon. For that reason, unless your case is one of extreme hardship, my suggestion is that you compute and pay whatever you can within the regulations and let it go at that.

After all, who wants this year's bonus next year?

Gene Ochsenreiter Takes On Chrysler-Plymouth Deal

GENE Ochsenreiter, Inc., is now Chrysler - Plymouth dealership at Asheville, N. C., it has been announced by President Eugene C. Ochsenreiter, who is a past president of the North Carolina Automobile Dealers Association.

Ochsenreiter formerly was Dodge-Plymouth dealer there and more recently had operated a used-car and service business.

Floridians Name Miller

Roland B. Miller of Roland Miller Chevrolet, Inc., has been elected president of the Vero Beach, Fla., Automobile Dealers Association. Richard W. Danner is vice-president and J. R. Furlong is secretary-treasurer. Directors include B. L. Holman and Charles Niemeyer.

Kester Solder



When the boys in the shop talk about solder, they talk about Kester Acid-Core Solder; the old reliable product now in a new package.

Easier to Use

Mechanics know that using Kester makes any soldering job easier. Kester is made only from the finest grades of tin and lead available. The fluxes are chemically and scientifically correct.

Faster

Kester is faster to use. Mechanics prefer it and are more satisfied when using it. The work is speeded up and output is increased.

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The Mechanics Standard since 1899

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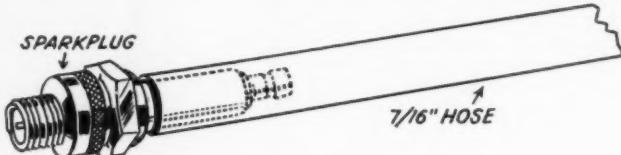
\$5

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

**Saving Masking Tape
On Fender Jobs**

WHEN it is necessary to mask or tape off the end of a bumper while painting a fender, just get a few paper sacks of various sizes. Slip a sack over the end of the bumper and draw it up tight.

It can be folded around and taped across the end quickly.—*Raymond Calvert, Mount Washington, Kentucky.*



**Removing and Replacing
Plugs on Some Cars**

TO REMOVE and replace spark plugs on Buick, Chevrolet and K and L Line International truck without burning the fingers, use a 7/16" rubber hose.

Slip head of plug in the hose and screw it in or out.—*Robert W. Spencer, Lynchburg Truck &*

Equipment Company, Lynchburg, Virginia.

**When Removing the Valves
With Horseshoe Keys**

WHEN removing valves from motors using horseshoe valve keys and it is found they do not pass through lower spring retainer, replace lifter to raise

INTHEBLOK Crankshaft GRINDER

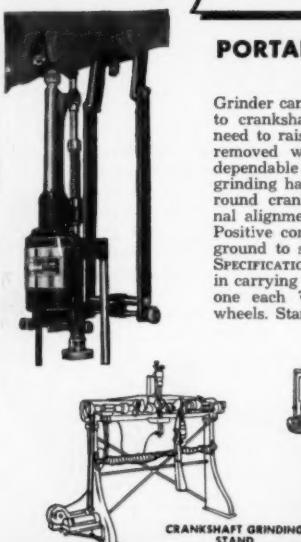
GRINDS THE TOUGHEST JOBS...IN THE CAR!

PORTABLE • EASY TO USE • ACCURATE • FAST

Grinder can be set up and attached to crankshaft in 10 minutes. No need to raise car if oil pan can be removed without raising car. A dependable precision tool for grinding hard, battered and out of round crankpins. Maintains original alignment with main bearings. Positive control. Every pin can be ground to same size if desired. SPECIFICATIONS: Grinder complete in carrying case with stabilizer and one each $\frac{3}{8}$ " and $1\frac{1}{8}$ " grinding wheels. Standard models will han-

dle all crankpins with lengths of from $1\frac{1}{8}$ " to $2\frac{3}{4}$ " and diameters of $1\frac{1}{8}$ " to $2\frac{1}{2}$ ". Extra Equipment available to increase the diameter range from $2\frac{1}{2}$ " to $3\frac{1}{2}$ ".

For in-the-car work, crankshaft may be turned with rear wheel drive unit shown below, or with new flywheel drive. Crankshaft may be pulled and turned in lathe with lathe attachment or may be turned in crankshaft grinding Stand (both shown below).



LATHE ATTACHMENT
for using Grinder in
Lathe



NEW TYPE
REAR WHEEL
DRIVE

**OTHER
WI-TO-CO
PRODUCTS**



IN-THE-ROD Insert
and Rod Boring
Machine.



PARTS CLEANER



"Feather Touch"
VALVE SEAT
GRINDER



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WINONA, MINN., U.S.A.

Export Office: 238 Main St., Cambridge, Mass., U. S. A.

Cable address: McKim, Boston

spring and retainer. File off shoulder around valve-key groove. Valve should then be removed easily.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Protecting Shift Plate From Dirt and Dust

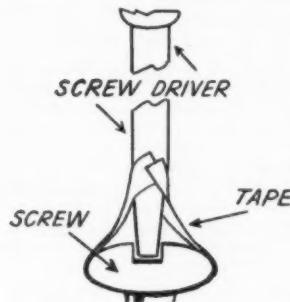
HERE'S a safe and inexpensive way to keep dirt and dust out of shift plates on older-model Chevrolets and a few other cars too:

When the shift lever is on the floorboard, just take an old discarded master brake cylinder boot that is in good condition, remove knob on shift lever, dip rubber boot in hydraulic-brake fluid and slip down over ball socket unit. This makes a tight seal. I have been doing it for years with good results.—C. L. Roberson, Robbie's Auto Service, Brunswick, Ga.

Replacing Hard-to-Reach Screws of All Types

HERE'S how I save time when I have to replace screws in hard-to-reach places and don't have a screw-holding screwdriver handy:

Use a short piece of masking tape. Punch a hole in the center



large enough for the screw. Then stick the tape to the screwdriver blade. This can be used for all types of screws.—Louis Peete, 621 North Fifth Street, Arkansas City, Kansas.

Stopping Neck Breakage On Some Oldsmobiles

THE top water neck of the radiator on Oldsmobiles, especially the 76's, sometimes breaks loose from motor vibration because of the stiff top hose.

A brace soldered on each side of neck will correct this trouble

permanently—V. F. McCarter, service manager, Good Motor Company, Rock Hill, South Carolina.

Removing the Shock From Horn Ring

RECENTLY we had a customer complain that she received a shock when she honked the horn. After some experimenting, the mechanic found that he felt a shock only when his bare arm was touching the car door. The

gap in the switch was very close and the back EMF in the relay was enough to jump the gap.

To correct the trouble, we removed the horn ring and readjusted the contact, which lacked a few thousandths of settling into position because of a burr in the bakelite. To make doubly sure the job was done, we inserted a capacitor under the hood between the S terminal on the horn relay and ground.—Melvin J. Timm, Route 1, Berryville, Arkansas.

Where the **Clayton**
STEAM CLEANER
hits... it's clean

★ Rinse as you clean, with one machine
★ Do more cleaning per hour at less cost
★ Safe, simple and trouble-free operation

Wherever the driving spray of properly balanced cleaning solution is directed by the Clayton Steam Cleaner gun...it's clean, instantly. Large surfaces or inaccessible corners surrender grit, grease and grime. Clayton cleaners lead the field in construction refinements and operating simplicity. The coupon invites comparison with any other equipment, or in competitive demonstration of performance.

Two reasons for mailing the coupon: Get a free copy of the book that tells you how to make real money on the wash rack, and arrange a demonstration of the Clean and Rinse Model HR Clayton Steam Cleaner.

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Without obligation on our part, mail us a copy of your book on WASH-RACK PROFITS.

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A PLAN TO
LINK WASH-RACK
OPERATION
with
PROFITS

Separate New-Car Servicing Pays Oklahoma City Dealer

By Baron Creager
Southwestern Editor

SEPARATION from the service department of all mechanical work incidental to new-car delivery has made it possible for Downtown Chevrolet of Oklahoma City, Okla., to show a satis-

factory increase in shop volume and move this volume in a shorter space of time.

George L. Hulsey, service manager, explains that about the middle of 1950, Downtown Chevrolet

acquired a building 75 by 190 feet, located directly to the rear of and across an alley from the dealership. In this building, also used for storage, a staff of four men attends to all details of new-car make-ready.

"This was a great relief for the service department," comments Hulsey.

"It made possible handling more cars. We added about 20 cars to our average daily volume with about the same manpower. Now we handle 100 and 110 cars.

"That is because we have more room to operate in. We could handle even more cars if we had a nearby parking lot, but such a lot is almost out of consideration because of high rent in this neighborhood. It is my observation that in the operation of any activity that brings a concentration of automobiles—a baseball park, a football stadium or a service department in a dealership—there is a need for three times as much parking area as working area. In the case of athletic events, this means three times as much space for parking as is required by the competing teams and spectators combined.

"So I think a dealership needs three times as much parking area as there is working area in the shop—if volume is to be maintained at the peak of capacity."

Hulsey says the location of Downtown Chevrolet, which is within walking distance of downtown Oklahoma City, requires that a large percentage of shop work be handled in a relatively short time. Much of the volume comes from owners who leave their cars in the morning, get service and parking on one ticket, but expect the car to be ready that evening.

"In our situation," adds Hulsey, "we have an urgent need for a good, adept man who can handle all types of little service jobs. Such a man is hard to get—and keep. A mechanic prefers to specialize in one branch of service."

This Lists the Old Ones

An "Auto-Biography," listing alphabetically the names of 1,775 makes of automobiles brought into the market since the inception of the industry, has been issued by National Used Car Market Report, Inc. Location of the company and dates of production are given in most cases.

Ask your Ausco Jobber to show you this practical new Saf-Lift service jack—once you see it operate, you won't want to be without its time-and-money-saving features!

AUTO SPECIALTIES MFG. CO. • DEPT. SA-12, ST. JOSEPH, MICH.
Other plants: Hartford and Benton Harbor, Mich.; Windsor, Ontario, Canada

NEW SERVICE-STATION DUTY
Saf-Lift
MAKE MORE SERVICE CALLS
PER MAN HOUR!

- faster to operate!
- easier to handle!
- quicker to position!
- larger-diameter lifting screw
- heavy-duty thrust-type bearing

This new, rugged Service-Station Duty Saf-Lift is especially suited to your stepped-up service requirements. It is designed for quick, efficient, on-the-spot service to save valuable man hours. Revolutionary "bipod" construction makes Saf-Lift easy to position and operate. It also features many heavy-duty advancements for extra strength and longer service-life.

Lighter-weight model for Car Owner Use is also available!

AUSCO
jacks

R-5428SR

Lacy of Dallas Heads Parts Rebuilders

JOHN A. Lacy of Bruton and Brown Co., Dallas, Texas, was elected president of the Automotive Parts Rebuilders Association at the annual convention in Chicago last month. He succeeds A. J. Woodruff of John-Wilmer Co., Atlanta, Ga.

R. S. Bishop of Exchange Parts Co., Fort Worth, Texas, was elected vice-president and R. R. Neil, Jr., Neil Parts Rebuilders, Nashville, Tenn., was named secretary. Charles Hicks of Accurate Parts, Kokomo, Ind., is treasurer.

J. W. Harper, Lee Electric Co., Dallas, is Southwestern director and E. A. Riser, Rayloc Co., Atlanta, is Southeastern director.

The first day of the convention was devoted to meetings with representatives of the Bureau of Internal Revenue, NPA and OPS and with selling suggestions.

Open forums conducted by rebuilders were held the second day. Questions and problems on various rebuilt units were brought up for discussion.

More than 500 rebuilders and suppliers from all sections of the country attended, according to Jack O'Sullivan, executive secretary.

DuPont Makes Suggestions On Anti-Freeze Use

ONLY 20 per cent of automobile owners need to buy premium-priced anti-freeze, Dr. John H. Young of E. I. duPont de Nemours and Co., Inc., told the Colorado Group of the Society of Automotive Engineers recently.

For four out of five cars, the standard - priced methanol - based anti-freezes will do the job as well or better, he said.

Premium - priced anti - freeze should be used, he said, when the automobile's cooling system has been adjusted to give operating temperatures above 160 degrees F. to get more heat from the heater; where 30-degrees-below-zero protection, or greater, is required; in heavy-duty driving where coolant operating temperatures are above 160 degrees F., and in high altitudes, unless the lower boiling point of methanol solutions is compensated for by a radiator pressure cap or lower opening thermostat.

Most losses of standard or premium-priced anti-freezes, Young said, are caused by leakage, after-

boil or thermal expansion. These losses may be minimized by keeping hose connections and other cooling-system parts tight, by installation of a surge tank and by use of a radiator pressure cap.

Ford Assets Are Listed At \$1,469,091,000

AT THE end of 1950, Ford Motor Co. had assets totaling \$1,469,091,000, according to its annual report filed last month with the Massachusetts State Tax Com-

missioner in Boston. This compared with assets of \$1,343,349,000 at the end of 1949.

Inventories were listed as \$278,948,000 at the end of 1950, compared with \$235,102,000 at the end of 1949. Property, plant and equipment, net of reserves for depreciation and depletion totaled \$458,865,000, an increase from the 1949 figure.

Earnings retained for use in the business during 1950 were \$623,769,000, compared with \$464,412,000 during 1949.

**THOUSANDS ARE CHEERING
THE NEW Souped-Up
MONKEY GRIP SIZZLE PATCH**



because it

FIRES QUICK and EASY!

You bet, it's FAST . . . and S-O E-A-S-Y. A cigarette will light the new Monkey Grip SOUPED-UP "Sizzle" board . . . it fires instantly with only a touch. There's not a chance for burnt fingers . . . no need to fan or blow it. All of this means greater acceptance and faster sales for Jobbers and Dealers. Two sizes fill all needs, fit all clamps. Send for NEW CATALOG and Jobber prices.

TRY IT AT OUR EXPENSE

Send today for your FREE TRIAL "Sizzle" Patch. No obligation . . . just your firm name and address.



New Filler Tab

removes Holland cloth without picking or damage to vulcanizing rubber.



MONKEY GRIP SALES CO.
5320 HARRY HINES BLVD. • DALLAS, TEXAS

MOCO EXTENDS

Seasons Greetings





The annual jobber-Booster party of Automotive Booster Club, Sooner No. 37, in Oklahoma City, attracted capacity attendance of 175 for a banquet following an afternoon sales conference on November 3. Close-up of the head table for this occasion shows (l. to r.): Bill Poynter, past president of B-2, Kansas City; B. A. "Pete" Kline, past president of B-37; Frank J. Brogan, past president of B-4 in Dallas and regional vice-president; Gene Flack, featured speaker for the occasion; Frank C. Owens, president of B-37; Jack Porter, past president; John D. Stinson, current second vice-president, and Glenn L. Quayle, first vice-president, all of B-37; Dean A. Johnson, B-4, Dallas, and manager of the Southwest Automotive Show; Bob Babcock and E. A. Talley, B-37 directors.

Quick Chargers

EQUIPPED WITH:

- ◀ Individual Cell Tester
- ◀ Electrical Time Clock & Circuit Breaker
- ◀ Slow Charging Feature
- ◀ Automatic Cycling

The low original cost of Model Q-250, shown at left, plus its economical operation and low up-keep add up to a real profit making piece of equipment. Ideal for garage, service station, car dealers and fleet operators. Many other models available.

CLEANERS

Compound does not pass through coils ▶

Trouble-free Turbine-type Water Pump ▶

Low initial cost—Lowest operating cost ▶

Simple enough for unskilled labor to operate

A Heavy Duty precision built cleaner that produces steady high pressure steam and an unlimited supply of hot water suitable to handle the toughest cleaning job in any field.

Shown at right, Model QSP. Portable Oil Fired cleaner

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OWENS-SCHIFFNER SALES CO.
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C. GUY KREIN CO.
P. O. Box 906, Meridian, Miss.

CARPENTER-TURNER SALES CO.

Jobber News

(Continued from page 65)

Yantis, which, through executives of the individual units, operates three units: Crow-Burlingame Co. of Little Rock, Ark., The Automotive of Fort Smith, Ark., and Ozark-Abston & Co., Inc., Memphis. Other OCY executives are W. R. Crow, M. L. Yantis and Dunbar Abston, vice-presidents, and C. M. "Pop" Seates, secretary and general purchasing agent.

Wix Appoints Southerners

Wix Accessories Corp. has appointed two Southeastern representatives. A. D. Peeples, 3252 Mayflower St., Jacksonville, will cover Florida and H. H. Reed, 525 Page Ave., N. E., Atlanta, will cover the Georgia territory for the line.

Carter Promotes Georgian

James T. W. Moseley has been appointed chief engineer of Carter Carburetor Corp., succeeding George M. Bicknell, who died recently. A native of Easton, Ga., Moseley has been associated with the corporation since 1933.

• • •
 New officers of Automotive Booster Club, Sooner No. 37, of Oklahoma City, are shown here in the usual order: Standing, Glen L. Quayle, first vice-president; Frank C. Owens, president; John D. Stinson, second vice-president; seated, Ed L. Dewey, secretary, and Guy Way, treasurer.

• • •



DuPont Transfers Two In the Southwest

CHARLES D. Towery, manager of the Mid-Continent district of the Petroleum Chemical Division of E. I. duPont de Nemours and Co., Inc., at Tulsa, Okla., has been transferred to the Gulf Coast district at Houston. He succeeds Alfred R. Mullis, who has been moved to the eastern district.

R. M. Glover, formerly of the Wilmington, Del., sales office, has succeeded Towery at Tulsa.

Campbell Covers St. Louis

Richard W. Campbell has been appointed district sales representative for Prest-O-Lite Battery Co. in the St. Louis, Mo., area.

Jacobs Inaugurates Building Service

"We at Jacobs Distributing Co. have recently inaugurated a new service for dealers wishing to remodel or modernize their buildings," reported President M. N. Jacobs of the San Antonio, Texas, firm.

"This service covers consultation and planning that is absolutely free and does not obligate the dealer in any way to us. For example, a dealer getting ready to remodel can call on us for complete piping diagrams for his air supply or for oxygen and acetylene lines. These are sent back to the dealer blueprinted.

"The dealer might want to add a wash rack or to see the proper place to move a tune-up department or set up a front-end-alignment department."

NEW FROM SPARTON

The greatest air horn of them all for air-equipped trucks and buses . . . from Sparton



Model 270 Air Horn
Compressed-air
operated

Extra-rugged, matched pair, same as developed by Sparton for U.S. military vehicles, with a special, powerful *highway tone* for plenty of sales in the big air-equipped truck and bus market. No horn value like it anywhere . . . because it's Sparton. *Order now!*

Makers of Quality
Automotive Equipment
Since 1900



CHECK THESE SALES FEATURES:

- Requires only 10-100 pounds air pressure to operate.
- Low air consumption—only 6 cubic feet per minute at 100 lbs. pressure.
- Conforms to rigid requirements of U.S. Army Ordnance.
- Factory-tuned and sealed for long life.
- Rugged construction.
- Weatherproof.
- Sturdy control valve gives wide range of sound output.
- Low price.

OTHER QUALITY PRODUCTS BY SPARTON

Polvision Inside-Car Rear-view Mirror • Polovision and Clear Truck Mirrors • Truck and Bus Air Horn and a complete line of Warning Signals • Directional Signals, including Self-Cancelling Switches and Conversion Kits • Armored and Standard Clearance Lamps • Reflectors • Back-up, Loading, and Stop Lamps • Fog Lamps



Officers of Automotive Booster Club B-6 at Atlanta are (l. to r.): William A. Shope, Jr., treasurer; C. W. Stoff, second vice-president; L. W. Bell, first vice-president; President Jack Henry, and George N. Allen, secretary. Directors include Wesley O. Aaron, E. G. Spuhler, Lee Roy Clarke, T. Austin Young, O. R. Harpole and Curtis C. Harbin, Jr. Walter A. Mahoney is past president. This photo of the new officers was taken at the annual jobber-Booster party Nov. 23.

**HERE'S THAT
"Shot in the Arm"**
YOUR IGNITION BUSINESS NEEDS

Sorensen's Basic 48 program is based on a proven method of selling *more* ignition parts from fast-moving, "most needed" stock. No longer is it necessary for you to load up on hundreds of ignition items. Now you can build a really *active* inventory around Sorensen's Basic 48 parts which account for 91% of all dollar volume! Write for Sorensen's 1952 passenger car, truck and tractor catalog.

**SORENSEN'S
Basic 48**

P. SORENSEN MANUFACTURING CO., INC.
WOODSIDE 77, NEW YORK



Your Sorensen jobber has all the profit-making details—contact him today.

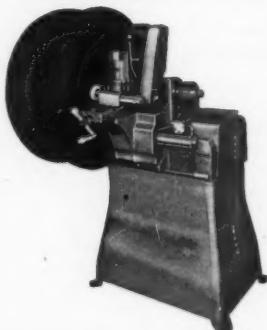
- Ignition parts
- carburetor kits
- cable and wire

**Manbee Equipment Appoints
Kitchens for Southeast**

KITCHENS & CO., Atlanta, has been appointed representative for Manbee Equipment Division of Bear Manufacturing Co. in the Southeast. H. M. Harrell, for many years with John Bean Division, will be primarily concerned with the line.

James G. "Jim" Young, formerly with Weeks Equipment Co. of Tampa, Fla., recently joined Kitchens, which is now in larger quarters at 325 Luckie St., N. W.

**Hydraulic Feed makes
grinding unnecessary**



The KH Hydraulic Drum Lathe produces a finish that exceeds factory specifications. Additional grinding seldom needed.

The lathe is fast and accurate, employing a variable hydraulic feed. It is equipped with heavy duty Timken Taper Bearings which support the spindle at both ends.

Write for Bulletin on KH Lathe. Lempco Products, Inc., 5490 Dunham Rd., Bedford, Ohio.

SAJ

Lempco *Invest in
LEMPCO EQUIPMENT
... It pays its own way*

Alabama Auto Parts Co. Opens Cullman Store

ALABAMA Auto Parts Co. of Cullman, Inc., an affiliate of Alabama Auto Parts Co., Birmingham, Ala., is scheduled to open soon at 121 East 5th Street, according to Irvin F. Siegal, vice-president of the Birmingham company.

Morris Grier, who has been northern Alabama representative, will manage the store, housed in a four-year-old concrete-block building 42 feet by 82 feet.

"We plan to give complete coverage on parts, supplies and equipment, in addition to machine-shop service," Siegal said.

MEMA Adds 18 Firms To Its Roster

EIGHTEEN members have been added to the roster of the Motor and Equipment Manufacturers Association since the beginning of the year, it has been announced by General Manager A. H. Eichholz. Eleven AAR associate members and 19 credit-service subscribers have been added.



Officers of Automotive Booster Club, S.W. No. 4, Dallas, Texas, are shown here in the usual order: Seated, President-Elect A. L. Barnett and Retiring President R. C. Rieke; standing, J. W. McGavock, second vice-president; Tommy Everett, treasurer; John D. Harvey, first vice-president, and Ben H. Abbott, secretary. Directors also elected on Oct. 27 are: John West, John E. McEvoy, Ralph Russell, Richard W. Cree and W. Wallace Archer.

At present, MEMA has 548 members, 454 credit-service subscribers and 295 AAR associate members.

Hirsch-Frazier Moves

Hirsch-Frazier Co., Dallas, Texas, manufacturers' representative,

has moved into its own office building at 4333 Belmont Ave.

Auto-Lite Names Aylsworth

David A. Aylsworth, Jr., has been appointed district sales representative at Baltimore for the Auto-Lite Battery Corp.

Fully Adjustable

4 Sections expand in all directions to fit practically all License Plates

Richlite License Plate Frames

ADJUSTABLE UNIVERSAL TYPE

Polished Stainless Steel

Corrosive Resistant Type 430. This type stainless steel is now in general use by most car manufacturers for body trim, window frames, etc.

No. 215 Packed one pair in beautiful red, white and black box.

Write Now for Descriptive Catalog Sheet

Richlite

MANUFACTURING COMPANY
2226 INDIANA AVE. • CHICAGO 16, ILL.

DO-RAY

Top Value in SAFETY EQUIPMENT

DIRECTIONAL SIGNALS for Class "A" Trucks

No. 425-H—Hinged Bracket
No. 425-F—Flush Mounting
Furnished in sets, four of either number or two each of both numbers with No. 441 manually operated switch with enclosed flasher, or No. 434 self-cancelling switch at small extra cost. Sets are furnished complete with wiring diagrams ready for installation.

No. 510—TRACTOR LAMP
Heavy stamped bracket. Built for hard tractor service. 5" lens. 32 C.P. fixed focus beam.

No. 425—Sealed beam. Ball mounting. 6" lens. Stainless steel door. Adjustable bracket.

No. 1248—FLUSH TYPE CLEARANCE LAMP
4-1/16" overall diameter. Body diameter, 3 inches. Depth of body from flange, 1-1/4 inches. Body heavy gauge steel, face plate chrome plated. 3-inch semaphore lens. 3 C.P. 6-8 volt bulb.

DO-RAY IRONSIDES
No. 415—Armored Clearance Lamp. Heavy metal guard and additional center bar for lens protection. Silver-like lustre finish.

Write for Complete Catalog

DO-RAY LAMP CO. 1458-64 S. MICHIGAN AVENUE
CHICAGO 5, ILLINOIS • U.S.A.



One of the most successful and complete dealer meetings to be held in the western part of Virginia in quite some time was conducted November 16 by Coiner Parts Co. at Staunton. More than 200 persons were present to hear discussions of Delco batteries, draw for prizes, witness acts of magic and "pickpocketing" by a professional team from Philadelphia and to enjoy sandwiches and liquid refreshments at the Ingleside Hotel. Some of the throng appears in photo at top left. At right above are (l. to r.) Frank Matey, Ray Daley, Carl Spinnler and J. W. "Bill" Walters, all of United Motors Service.

At right appears Charles E. Kennard, manager of Coiner Parts, of which Blair C. Coiner is owner.

Attendance included representation from as far away as Keyser, W. Va., 160 miles distant.



SELL WITH SERVICE

INFLATE TIRES Automatically. WITH A NELSON

TIRE INFLATOR

★ **SAVE TIME**... Just "dial" the pressure you want, hold chuck on valve stem—get the right pressure automatically! No gauge-watching, no "valving-off"—check all four tires in seconds!



PATENTS PENDING

SEE YOUR
JOBBER
OR WRITE
NOW FOR
FREE FOLDER



TWO MODELS:

No. 13001 for passenger tires
No. 13003 for high-pressure tires

NELSON SPECIALTY CORPORATION

440 PERALTA AVENUE • SAN LEANDRO, CALIFORNIA

A1

RENU
Accurate

CLUTCH SETS

EXTRA VALUES
AT NO
EXTRA COST!

REPLACEMENT UNIT CO. — CLEVELAND, OHIO
ACCURATE PARTS MFG. CO. — CLEVELAND, OHIO

the **ONLY** completely automatic
electronically controlled
BATTERY CHARGERS
are made by **FOX**

FOX PRODUCTS CO.
PHILA. 41, PA. U.S.A.



The Light
Weight Portable



The Valley Jobbers Association was formed last month at Harlingen, Texas. Among those in photo at left are Homer Luthy, Dan Pettit, Sam Steed, Jack

Zell, J. B. Wilson, Dean Johnson and Jack Woods. In middle picture are Joe Baxt, Coy Kerr and Rowland Johnston (appearing in the usual order).

Valley Jobbers Organized At Harlingen Session

THE Valley Jobbers Association for wholesalers of the lower Rio Grande Valley and related territory was organized the night of Nov. 9 in Harlingen, Texas, as a result of the first all-Valley Booster - jobber conference sponsored and arranged by the San Antonio section of Automotive Booster Club of South Texas, No. 30, Houston.

Following a banquet in "Elliot's Kitchen," the meeting of 51 jobbers and their representatives and 14 Boosters was turned into an open forum after a speaking program. Many questions regarding organization were asked of J. B. Wilson, president of the Automotive Wholesalers of Texas, after which a Valley jobber, Ely Holtzman, Central Motor Supply, of Brownsville, was named to act as chairman. The result was organization and election of these officers:

Jerry Muggli, Grindle Sales Co., Harlingen, president; Holtzman, vice-president, and Adan Contreras of Mission Auto Supply, Mission, secretary-treasurer.

O. C. "Jack" Zell, as president of the San Antonio auxiliary of B-30, presided and called on Sam Steed and Dan Pettit, president and first vice-president, respectively, of B-30.

Principal address was made by President Wilson of the Texas wholesalers and D. A. Johnson also spoke on the Southwest Automotive Show, of which he is manager.

In addition to Zell, who originally advanced the suggestion for a Valley meeting, other officers of the San Antonio auxiliary are

W. J. Edwards, vice-president; Coy Kerr, second vice-president, and Joe Baxt, secretary. These officers, with Rowland Johnston and Pete Hunt, did most of the work on organization for the meeting.

On a Thanksgiving note, Charlie Moorehead of Motor Parts & Supply, Mobile, Ala., said: "If the Pilgrims could be thankful with the Indians using their differ-

entials for pincushions, maybe we ought to. Perhaps they were thankful the Indians were not more plentiful."

Leon Jacobs, father of President M. N. Jacobs, Jacobs Distributing Co., San Antonio, Texas, is now a special representative for the firm. He was in the automobile business in Luling, Texas, for 15 years and more recently five-and-ten-cents-store business.

SELL | and SAVE { A LIFE MONEY A TAILPIPE

SAV-A-PIPE MADE IN U.S.A.

A QUALITY REPLACEMENT FOR THE DANGEROUS, BURNED OUT —
ROTTED TAILPIPE END

SAV-A-PIPE is 18" long, made of ORIGINAL EQUIPMENT quality 18 gauge tubing. PRECISION formed, slotted and extruded to slip easy over the good part of tailpipe. Furnished in HEAVY DUTY 360 degrees ORIGINAL EQUIPMENT Mufflerclamp, for

tight, permanent seal. Only 4 sizes to stock, 1 1/2, 1 3/4, 2 1/2" — 2 1/4" fits approx. 70% of all cars and trucks. Shipped 6 to a box, app. weight 7 1/2 lbs., from:

AUTO-SAV-A-PIPE CO., ATLANTA, GA.

LOW COST • FAST TURNOVER • BIG PROFITS
Write for catalog, price and name of closest Distributor:

W
K
&
A

WARREN KATZ & ASSO.
Direct Manufacturers' Representative Covering entire Southeast

Phone Ve. 5398 or At. 1412

642 CRESTHILL AVENUE, N. E. ATLANTA, GA.

General Tire Transfers Southern Managers

SEVERAL changes in the personnel of its Southern branches have been announced by The General Tire & Rubber Co.

H. L. Davis, formerly with the Akron branch, has been named manager of the St. Louis branch. He succeeds J. A. Wilson, moved to Detroit.

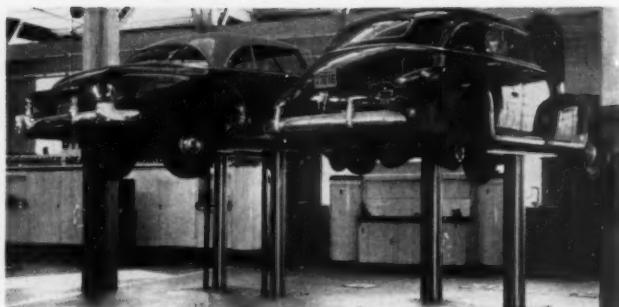
H. L. Whitesell, Houston branch manager, has been given a special assignment on contractor and off-the-road tires in several Southern states. B. L. "Barney" Crowe, sales trainer at the Atlanta branch, has succeeded Whitesell.

Jack Bogle, Richmond branch manager, has resigned to become the General distributor in Charlotte, N. C. Lou F. Roberts, manager at Memphis, has taken over the Richmond branch.

Otis D. Andrews, truck-tire sales manager at the Atlanta branch, has succeeded Roberts at Memphis.

Rose Heads Wagner Sales

J. R. "Jack" Rose has been appointed sales manager of the



Appearing here are two of the 15 new frame-contact hoists installed recently at Ormsby Chevrolet Co., San Antonio, Texas. President M. N. Jacobs of Jacobs Distributing Co., of that city, who sold the Ormsby order, reported sales of this type of lift also for use in the block-square building of Smith Motor Sales in San Antonio.

Automotive Equipment Division of Wagner Electric Corp. He has been with the firm since 1919 in various supervisory capacities. For a time he was assigned to the St. Louis territory.

Perry Names Auto & Aero

The Auto & Aero Supply Co., Cincinnati, has been named representative for Perry cooling-system filters and conditioners in an area

that includes 69 counties in Kentucky and parts of Ohio and Indiana.

Detrex Promotes Webb

W. H. Webb has been appointed sales manager of Alkali Products for Detrex Corp. of Detroit, it has been announced by A. O. Thalacker, vice-president and general manager. Webb has been with the company ten years.

P&D FUEL PUMPS

NYLON-PRENE
DIAPHRAGM
pulse of
the engine

You cannot buy
a better quality
fuel pump

GENUINE
P&D
PARTS

SWITCHES
VOLTAGE
REGULATORS
DISTRIBUTOR
HEADS
CONDENSERS
COILS
RELAYS &
CUT OUTS
DISTRIBUTOR
ROTORS

TUNE-UP CHART
PASSENGER CAR GUIDE

P&D Manufacturing Company, Inc.
1902 Steinway Street, Long Island City 5, N.Y.

The NEW SIOUX HEAVY DUTY ELECTRIC DRILLS

STREAMLINED WITH A PURPOSE. They're redesigned—shorter, more compact—for greater efficiency, better balance, easier handling and greater convenience in close quarters. All the tried and proven SIOUX developments that have made them outstanding for their endurance, have been retained. SIOUX Heavy Duty Drills include sizes and capacities to meet all needs. For the most efficient and economical method of handling any drill job, you need SIOUX Drills.

Sold only thru Authorized Sioux Distributors
ALBERTSON & CO., Inc.
Sioux City, Iowa, U.S.A.

STANDARD THE WORLD OVER

TRAINING...

makes the men who "KNOW HOW"!

PRACTICAL SHOP TRAINING in AUTOMOTIVE MECHANICS AUTO BODY & FENDER REBUILDING

For full details and catalog SAJ11 write, wire or phone CYPRESS 8616

ATLANTA MOTIVE TRADES INSTITUTE

254 IVY ST. N.E., ATLANTA, GA.

Member: Southern Association of Private Trade Schools

VETERANS ASK ABOUT GI TRAINING

News Briefs

(Continued from page 61)

The five business-clinic sessions will be held at the armory.

The equipment exhibition will occupy two floors of Grand Central Palace. It opens Jan. 26, one day earlier than the convention. About 100 manufacturers of equipment, accessories and chemicals will be on hand to show off their latest and best. Four clinics on service are included this year.

Entertainment features will make use of the best Broadway talent, according to Ray Chamberlain, convention manager. A varied program for the ladies has also been planned.

Chrysler Experimental Car Develops 310 Horsepower

THE K-310 engine, an evolution of the FirePower V-8, is used to power an experimental sports car built by Chrysler Corp.

Using the hemispherical combustion chamber, the engine produces 310 horsepower at 5,200 rpm without supercharging and uses ordinary premium gasoline, Chrysler engineers said. It has an 8.1-to-one compression ratio and 331-cubic-inch piston displacement. Increased power output is gained by using four carburetors, larger valve sizes and streamlined manifolding and exhausting.

The car can also use the present 180-horsepower engine.

The sedan has an automatic transmission, electric window lifts, power steering and electric-seat-adjusting mechanism.

Other features include adjustable steering wheel, elevated di-

The experimental K-310 sports sedan was styled by Chrysler engineers as a companion to its 310-horsepower engine. Continental in design, the body was built by Carrozzeria Ghia, Italian body maker. It is built on a 125½-inch wheelbase and is 59 inches high.



R. D. McKay, Chrysler-Plymouth dealer of Wichita, Kan., is currently president of the National Automobile Dealers Association and will preside over some of the general sessions, expected to be attended by thousands of fellow dealers from over the United States.

rectional and tail lights, a specially-balanced fixture for lifting the spare tire from the trunk and off-center front-seat division for convenient access to the back seat.



Jan. 27-30—Annual convention of National Automobile Dealers Association, Waldorf - Astoria Hotel and Grand Central Palace, New York City.

Feb. 4-7—Automotive Accessories Manufacturers of America Exposition, Grand Central Palace, New York.

March 10-11—Annual convention

of Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.

March 20-23—Southwest Automotive Show, Sam Houston Coliseum, Houston, Texas.

April 7-8—Annual convention of Missouri Automobile Dealers Association, Muehlebach Hotel, Kansas City, Mo.

May 5-7—Annual convention of Automotive Engine Rebuilders Association, Municipal Auditorium, San Antonio, Texas.

May 16-17—Southeast Automotive Show Conference, Asheville, N. C.

Sept. 14-16—Annual convention of Kentucky Automobile Dealers Association, Cumberland Falls, Ky.

Oct. 19-21—Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.

Jan. 18-21—Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.

May 21-23, 1953—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Larkin Heads Fleet Sales

James J. Larkin has been appointed fleet sales manager of Ford Division, Ford Motor Co. He had been assistant national fleet sales manager for the Southeast.



Solex window glass to reduce interior temperatures and glare, a new hood ornament and different color combinations are some of the immediately visible changes in the 1952 De Soto line. Nylon upholstery, as well as wool, is featured in the interior styling.

De Soto Brings Out Its 1952 Models

THE 1952 De Soto models, powered by the Powermaster six-cylinder engine, were introduced last month. Tip-Toe hydraulic shift and Gyrol Fluid Drive are standard on the Custom models.

Safety features include safety-rim wheels, parking brakes separate from service brakes, edge-lighted instruments, electric windshield wipers and good visibility, aided by down-sloping hood.

The ignition system is waterproofed for fast starts in any weather.

In the Custom line are the four-door sedan, club coupe, convertible coupe, eight-passenger sedan, all-steel station wagon and Sportsman hardtop. The De Luxe line includes the four-door sedan, club coupe and carry-all sedan.

Olds Transfers Escher

William Escher, zone manager at Charlotte, N. C., has been named organization and analysis

manager at Lansing for the Oldsmobile Division. Edward D. Ruth, assistant zone manager at Detroit, has succeeded Escher at Charlotte and Roland E. Gifford has been named assistant there.

L. L. Austin's Wife Injured

Mrs. L. L. Austin, wife of the veteran manager of the Georgia Automobile Dealers Association, has been in an Atlanta hospital for nearly two months as a result of a broken vertebra and broken right leg suffered in a fall



"The Quality Line"

A TYPE and SIZE for EVERY APPLICATION
SEE YOUR JOBBER OR WRITE FOR CATALOG

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.



CROFT T-300 for Your Bearing Maintenance



The Craft T-300 is designed for use on bearings from $\frac{1}{4}$ " O.D. to $7\frac{1}{2}$ " O. D. The 24" handle provides easy leverage for forcing the lubricant oil through the bearing. After placing the bearing on the cone-shaped cup, you merely press down on the lever. This husky packer will last almost indefinitely. There is nothing to adjust, nothing to get out of order. The barrel holds 6 lbs. of lubricant. The finish is cadmium and enamel. The overall height is 34" (extended) and the shipping weight is 27 lbs.

ASK YOUR JOBBER
OR WRITE TO:

WILLIAM TURK CO.

11070 SO. ALAMEDA, LYNWOOD, CALIF.
Mrs. of CROFT equipment.
Send for catalog showing complete line.

RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool
It strips and also crimps Rajah Terminals to
Ignition Cable

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

From their broad smiles, it's easy to see there is still plenty of good news for some people in the automotive business. Meeting in Detroit recently to review 1951 business and hear plans for 1952 advertising were 19 members of the Lincoln-Mercury Dealers Association's advertising committee chairmen. Shown here are (l. to r.): George A. Spiker, George Spiker Motors, Port Arthur, Texas; A. H. Crowley, assistant general sales manager, Lincoln-Mercury Division, and C. F. Turberville, Turberville Motors, Houston, Texas.



Plantation 700-Mile Pipe To Serve Six States

PLANTATION Pipe Line Co., Atlanta, Ga., officially opened a 700-mile pipe line to transport refined petroleum products to key points in six Southeastern states on Dec. 4.

Ceremonies marking the opening and the tenth anniversary of the firm were held at Bremen, Ga., a division point and pumping station 65 miles west of Atlanta.

"The new line, we believe, will make important contributions to the continued economic and industrial growth of the Southeast by increasing our transportation capacity by 67 per cent," said President Charles R. Younts. "Its location is strategic to our national defense as well."

Goodyear Plans Expansion Of Alabama Plant

APPLICATIONS for material and equipment priorities to enlarge its Gadsden, Ala., plant have

been made to authorities in Washington by the Goodyear Tire & Rubber Co.

If restricted materials, particularly steel, become available, the existing plant will be enlarged by 270,000 square feet of floor space,

according to A. C. Michaels, resident manager. Production of large military airplane tires and truck tires will be substantially increased. The program would provide an increase in employment of 600 to 800, Michaels said.

Construction time normally would be something in excess of six months, if essential materials and equipment are available, he stated.

Arnow Named at Gainesville

Ben T. Arnow of A & R Motors has been elected president of the Gainesville, Fla., Automobile Dealers Association. George Montgomery is vice-president and Robert Crane is secretary-treasurer. Directors include J. C. Andrews and Latham Davis, Jr.

Dealers Would Increase N. C. Driver Courses

A resolution calling upon the North Carolina general assembly to enact legislation to provide for a statewide driver-training program in all high schools under the supervision of the North Carolina Board of Education has been adopted by the Catawba County New Car Dealers Association.

T. O. Bowman, secretary, said the resolution was adopted after members expressed the belief that such a measure affords a sound approach to highway safety.

Norman L. Hulker (left), driver for Claxon Truck Lines, Inc., Frankfort, Ky., and Elvie A. Harris, driver for Great Southern Trucking Co., Jacksonville, Fla., were the two Southern state champions who won championships in the National Truck Roadeo in Chicago.



VAL-VIN-HED Silencer

Stops clicking noise. Lubricates valve mechanism. Provides protection against moisture condensation. Chevrolet list \$2.95; Buick \$3.50. Place an order with your jobber today.

JOE L. ESTES CO.
Winder
Georgia

Used-Car Dealers Hear About Credit Control

THE decline in consumer buying has been due more to substantial increase in personal savings than to effects of credit regulations, Clark L. Fauver, Federal Reserve Board director in charge of enforcement of the regulation, told 500 dealers attending the convention of the National Used Car Dealers Association in Tampa, Fla., Nov. 27-29.

Another defender of price and credit controls, Lambert S. O'Malley of OPS, assistant to Michael DiSalle, told the convention: "Price stabilization is stabilization—and nothing more. It's not a matter of arbitrary governmental control. It's your program."

An opposing view was presented by William J. Cheyney, consumer-credit specialist, who described controls as "inflationary."

"We need uniform automobile laws all over this country, but if you are not well organized, you are not going to get to first base," Arch Livingston, Florida commissioner of motor vehicles, said.

"It will be up to you to insist



Officers of the National Used Car Dealers Association elected last month are (l. to r.): Ray Hayward, Omaha, Neb., first vice-president; Jack Geller, Detroit, Mich., secretary; James C. Downing, Atlanta, Ga., president; Walter Wilson, Dallas, Texas, retiring president, and Cyrus Gorson, Philadelphia, treasurer.

on adequate and equitable legislation to protect and foster your segment of private industry," he stated. "You represent a large portion of our national economy and the only way you are going to be able to strengthen your economy is to carry out the forthcoming legislative battles as a group."

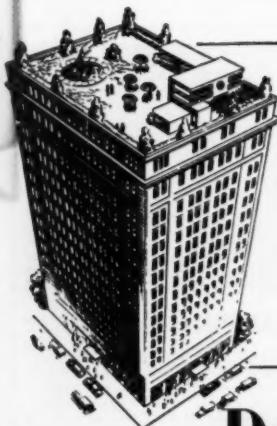
Congressman Chester B. McMullen of Clearwater, Fla., described automobiles as essential

to the working man and said credit limitations should be extended.

Five regional vice-presidents were elected: L. M. Hargrove, Tampa, Fla.; William Lee, Tulsa, Okla.; Allen Bergman, Hillside, N. J.; Max Pomeranz, Denver, Colo., and Frank Rosenberg, Fresno, Calif.

Homer F. Herndon, Tampa, was chairman of the committee in charge of the convention.

Detroit's Leading Commercial Hotel



Stay at the newest, most centrally located hotel in the Motor City, completely fireproof, 750 outside rooms with bath, smart new furnishings, lowest comparable rates, ample parking space—find for the cost-conscious traveler! *Dining Rooms Air Conditioned*

The NEW Hotel **Detroiter**
Woodward at Adelaide, Detroit 1, Michigan

Convention and Touring Groups Invited



© FIRST IN SALES IN THE SOUTH!
FIRST IN MOTORING SAFETY!
made of 30 gauge HEAVYWEIGHT "Phyotran."

FILTERZONE AUTO VISION CO. 641 Lexington Ave., Brooklyn 21, N.Y.

YOU CAN DEPEND ON McCORD GASKETS

"MOST CAR MAKERS DO"

McCORD - DETROIT

GASKETS—MUFFLERS—PIPES
OIL SEALS—RADIATORS



Efforts of Automotive Men Help Correct Tax Inequity

THE new tax law contains good news for some automotive dealers, especially new corporations formed since 1945. There are several amendments in the 1951 Revenue Act (HR 4473) which are specifically designed to give excess-profits-tax relief to new corporations.

This is the result of work done by an informal organization called the Young American Business Conference, which was started in Texas last summer. Some progressive automotive men had a guiding hand in starting the movement, and played an important part in bringing its work to a successful conclusion.

Houston automotive leaders who helped the organization of the tax relief included J. M. Richardson, C. P. Simpson, president of the Texas Automotive Dealers Association, B. B. Brown, Lester M. Goodson, C. M. Dow, James W. Green, J. C. Robison, Sam H. White and Charles F. Turberville. Charles H. Bradshaw of Atlanta was also among the organizers of the group of businessmen.

The idea of a special drive for excess-profits-tax relief for small new companies began when Houston CPA's R. H. Taylor and C. B. Shefield noted that tax relief under the so-called "growth company" formula in the excess-profits-tax law was restricted to companies formed before January 1, 1946. New companies formed after that date were given no relief and many were subject to the maximum EPT rate of 62 per cent (later raised to 70 per cent). Many post-war automobile dealers and small manufacturers were literally being taxed out of business. J. S. Finger and Thomas L. Amis, two small Texas manufacturers, were also investigating the problem.

The group ascertained that the "growth company" amendment had been obtained in the original excess-profits-tax law by the National Conference of Growth Companies, and that the program had been handled for them by the Eldean - Cain Organization, Dallas and New York public relations firm. A meeting was called in Houston, attended by Taylor, Sheffield, Amis, Finger and Rich.

ardson, to which Paul Cain and Keeton Arnett of the Eldean-Cain Organization were invited. They were asked, in effect: "What are the chances of a similar program of tax relief on behalf of small new corporations?"

A study of the problem was made, and it was decided that such a program had a chance of success, even though the Senate Finance Committee and the House Ways and Means Committee had both stated they would not open the matter of amending the excess-profits-tax law until 1952. Several car dealers had made tentative appeals to the committees, to be told frankly that no changes in the law would be made for the benefit of a few companies or for any particular industry. The conclusions of the Eldean-Cain study were that (1) a program of relief would have to be launched on behalf of all segments of small business and (2) the cause would have to be popularized, to make it politically desirable.

Organizational meetings were held in Houston, Dallas, Chicago, Atlanta, Philadelphia, Denver, San Francisco and Los Angeles. Soon over 100 companies from

Stands Alone
—Has no Equal



The original liquid metallic preparation for repairing cracked engine blocks, cylinders and valve parts.

MILLER MANUFACTURING CO.
Dept. SA Camden 5, N. J.

These four executives figured in recent promotions at The Studebaker Corp. They are (top to bottom): K. B. Elliott, vice-president, sales, and P. O. Peterson, vice-president, manufacturing, now executive vice-presidents; E. C. Mendlar, now vice-president, parts and accessories, and R. A. Hutchinson, vice-president, export division.

coast to coast were supporting the effort. A nationwide program of publicity was launched, pointing out the inequities of the law and its discrimination against small new business. A program of inclusive relief terms was drawn up with the aid of the CPA's and testimony supporting it was presented before the Senate Finance Committee. Details concerning the need for immediate relief were presented to all members of Congress, and to the tax experts on the treasury and joint committee staffs. Forceful newspaper editorial support was obtained and the Young American Business Conference tax program became one of the best known causes in Washington during the Finance Committee sessions.

On September 11, only three months after the full-scale effort had been launched, the Finance Committee reversed its previous stand and recommended relief provisions for small new companies. One of the senior members of the committee stated: "It had not been our plan to consider revisions of the excess-profits-tax

law before the 1952 session, but this group has made so plain some of the emergency problems which exist that we feel it is right and essential that some stop-gap relief be granted at this time."

The "growth formula" was made available to all companies whose growth qualifies them, regardless of their age. A ceiling limitation of the amount of excess-profits tax which may be paid by new companies was written in, limiting their EPT to 5 per cent for their first two years of existence, 8 per cent the third year, 11 per cent the fourth year, 14 per cent the fifth year, protecting them against the maximum EPT rate until their sixth year of existence. These provisions were made retroactive to the enactment of the EPT law, so many firms will obtain refunds on 1950 taxes already paid.

Many dealers who had acquired already-established dealerships in the post-war period were being hurt by the lack of adequate "base - period - earnings experience." Changes were obtained so that they are now enabled to use the earnings experience of their

predecessor corporations, and the rules governing base-period computations were liberalized in other respects.

Senator George, Finance Committee chairman, estimated that the relief provisions would save small new companies some \$60,000,000 a tax year.

The Young American Business Conference is now planning to make a further analysis of the effects of excess-profits taxes and re-organize for an effort at a more permanent type of relief during the 1952 session. Tax studies are now being carried on at the group's Dallas, Texas, headquarters at 3906 Lemmon Avenue.

Standardization of Parts Pays Off for Army

STANDARDIZATION of engines and parts for tanks, which permits four engines to be used in 11 different vehicles, is paying off for the Army Ordnance Corps in reduced inventories and greater efficiency.

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Officers of the Oklahoma Automobile Dealers Association include (l. to r.): Seated, Jerry Cravens, Oklahoma City, treasurer; President Fred Boston, Enid, and W. D. Dysart, Tulsa, retiring president; standing, Vice-Presidents C. W. Evans of Chickasha, B. H. Bridges of Cherokee, Chick Norton of Tulsa and Orval Spann of Ada.

Oklahoma Dealers Emphasize Importance of Group Action

By Baron Creager
Southwestern Editor

EVERY type of American business is now organized for group action, the pressure by lobbies is terrific, as is antagonism among factions, and this trend "may well destroy our theory of representative government and the two-party system," U. S. Senator Wallace F. Bennett of Utah told the 18th annual convention of the Oklahoma Automobile Dealers Association at Oklahoma City, Nov. 14-15.

"We are on the verge of a realignment," Bennett continued, "as indicated by the surge of the national labor party, and such movements are dividing the loyalty of citizens. We must restore for ourselves the sense that we are greater than the organization that represents us."

R. D. McKay of Wichita, Kan., president of the National Automobile Dealers Association, reviewed accomplishments and objectives of the national group and warned Oklahoma dealers they must take a more active part in government.

"We can't enjoy the privilege of living under a free-enterprise system unless we assume our responsibilities," he declared.

Dr. Alfred P. Haake, General Motors consultant, discussing "The Rugged Road Ahead,"

charged that "state is being substituted for God."

This session of the convention was presided over by R. T. Scott of Oklahoma City as general chairman. Previously, in a business meeting, President W. D. Dysart had reported on his service as a member at the industry committee meeting with National Production Authority. He reported 674 association members, a ten per cent increase over 1950, and the second highest point in membership in association history. Registration was in excess of 600.

Fred Albert, secretary-manager, discussed price regulations.

After the five zones in the association had chosen directors, these met and elected Fred Boston of Enid to the presidency, succeeding Dysart, and also elected five vice-presidents, one from each zone: Jim E. Sandusky of Kingfisher, Chick Norton of Tulsa, Orval Spann of Ada, Charles W. Evans of Chickasha and B. H. Bridges of Cherokee. Treasurer is Jerry Cravens of Oklahoma City and Albert was also reelected.

Past President Dysart will serve with a board of directors consisting of 31 holdovers and newly-elected members as follows:

Central—L. A. Gere of Chandler, Gerald H. Patterson of Guthrie, J. J. Barefoot of Purcell, Curtis Raborn of Pauls Valley, Dean Rogers of Canton and R. T. Scott of Oklahoma City.

Northeast—E. E. Estes of Okmulgee, Wat Henry of Tulsa, Sid Hill of Nowata, John Chronister of Drumright, Fred Cowden of Sapulpa, Ernest Reed of Muskogee, Jess Hestler of Vinita and Cal Newport of Hominy.

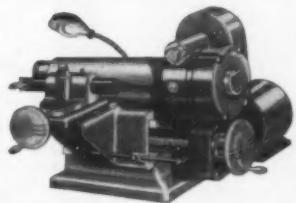
Southeast—Paul Reed of Sulphur, T. I. Hayes of Holdenville, Sam Norton of Shawnee, John Haddock of McAlester, J. A. Richardson of Ada, L. V. McCann of McAlester and Ed Cason of Durant.

Southwest—Harry Cook of Anadarko, O. Z. Lee of Frederick, Gene Gunter of Duncan, W. L. Tucker of Elk City, C. J. Calmez of Clinton and Gordon Stevens of Duncan.

Northwest—Virgil Simpson of Stillwater, Mack White of Cushing, W. W. Vance of Ponca City, Ed Kitchens of Enid, George Crist of Pond Creek, Fred Butler and Joe Edwards of Alva and Wayman Cornelison of Fairview.

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A

Aaron Co., Wesley O.	126
Accurate Parts Mfg. Co.	126
Acme Air Appliance Corp.	84
Acme Rubber Mfg. Co.	93
A. C. Spark Plug Division (Spark Plugs)	30 and 31
Advertising Council	*
Airstream Automotive Corp.	107
Ajax Auto Parts Co.	92
Alan Sales Co.	132
Albertson & Co.	123
Anchor Rubber Prod., Inc.	*
Andrews Mfg. Co.	102
Anthes Force Goler Co.	113
Arrants, W. Y.	7
Atlanta Motive Trades Institute	128
Auto Lamp Mfg. Co.	25
Auto Specialties Mfg. Co.	120
Automatic Steel Products, Inc.	83
Automotive Mfg. Co., Inc.	137
Automotive Sales Co.	19, 89

B

Badger Tool & Mfg. Co.	113
Baker, Wm.	118
Barringer, F. D.	139
Beard, Earl	121
Belden Mfg. Co.	*
Bendix Products Div.	39
Black, R. S.	*
Black & Decker Mfg. Co.	87
Boehm, Phil	*
Bonney Forge & Tool Works	*
Bower Roller Bearing Co., Div.	12
Bowen "Seal Fast" Corp.	*
Breeze Corporation, Inc.	137
Brogan Co., Frank	113
Buettner, C. M.	121, 139
Burd Piston Ring Co.	134
Burk, B. B.	128
Buts, Sidney	125

C

Caphton & McEvoe	81
Carpenter-Turner Sales Co.	*
Casco Prod. Corp.	16
Case-Davison Co.	*
Casite Division	3
Cello Products Co.	18
Champion Pneumatic Mch'y. Co.	111
Champion Spark Plug Co.	4 and 5
Chaney, William	118, 132
Chefford-Master Mfg. Co.	*

Cherry Co., McEwen

Cherry Co., McEwen	Second Cover
Chilton, J. R.	36
Chrysler Corp.	115
Chrysler Corp. (Parts Div.)	83
Clark Co., Henry	*
Clayton Mfg. Co.	98, 110, 126
Cody & Assoc., Dave.	108, 131
Cohn, M. L.	*
Connell Co., J. S.	78, 79, 98
Cook, R. K.	*
Craft, E. G.	*
Crane, L. C.	*
Cree, Herb M.	137

D

Davis, John W.	108
Delco Products Division	17
Delco-Remy Division	95
DeSoto Division	138
Detroit Aluminum & Brass Corp.	78 and 79
Dickey, Robert O.	20
Dodge Division	20
Do-Ray Lamp Co.	125
Downey & Co., Herman J.	*
Durkee-Awtowood Co.	Second Cover
Dwiggins, Ford	36

E

Ebeling, P. H.	120, 130
Ebert Co., Earl H.	*
Echlin Mfg. Co.	Second Cover, 81, 120
Edwards-Dennis Co.	77, 110
Eisenberg, Max	125
Electric Auto-Lite Co. (Merchandising Div.)	13
Electric Storage Battery Co.	*
Kelsey Hayes Wheel Co.	73
Kester Solder Company	117
Kidder, Martin	*
Kimble Glass Division	85
Kirkwood, Wm. J.	*
Kitchens, William	*
Klier Co., G. W.	20
Kline, B. A.	124, 135
Kline, Pete	*
Kline, Warren M.	*
Kline-Porter	*
Kneavel, W. C.	*
Koslowsky, C. H.	*
Kroener, Paul M.	*

F

F & B Mfg. Company	89
Federal-Mogul Service	22
Federated Mutual Implement & Hardware Insurance Co.	24
Filterzone Corporation	132
Fitzgerald Mfg. Co.	11
Fowler, Fred	*
Fox Products Co.	132
Fram Corporation	21
Friedlander, Jack	*
Fritts, D. L.	*

G

Gaberson, D. D.	36
Gardner & Meredith	117
Gatke Corporation	*
Green, Paul B.	139
Green, William	*
Guide Lamp Division	32

H

Harris, Jack L.	*
Hart & Foster	108
Harvey, John	*
Harvey-Merrithew	123
Hastings Mfg. Co.	*
(Piston Rings)	Third Cover
Heard, W. L.	*
Hein-Werner Corp.	81
Heppé, Fred	126
Herbrand Division	98
Hershey, Maxine	101
Hraig & Co., Lawrence M.	10, 16, 21, 77, 78, 79, 102, 120
Hirsch-Fraser Co.	16, 100, 107
Hollingshead Corp., R. M.	(Whiz Automotive Div.)
Hotel Detroit	132
Hotel Tuller	34
Huber & Sons, Jerry	*
Butto, F. Vaughn	*

I

Ingersoll-Rand Co.	54
--------------------	----

J

Jayne, Albert	*
Jolly Sales Co., John T.	100
K-D Mfg. Company	*
Kaple, Bert	111, 126
Katz & Associates, Warren	127
Keen, C. Guy	113, 131
Keller, F. J.	*
Klier Co., G. W.	Second Cover, 126
Kelsey Hayes Wheel Co.	73
Kester Solder Company	117
Kidder, Martin	*
Kimble Glass Division	85
Kirkwood, Wm. J.	*
Kitchens, William	*
Klier Co., G. W.	20
Kline, B. A.	124, 135
Kline, Pete	*
Kline, Warren M.	*
Kline-Porter	*
Kneavel, W. C.	*
Koslowsky, C. H.	*
Kroener, Paul M.	*

K

Lahey Battery Prod. Corp.	19
Laceo Brake Products Corp.	19
Lee Co., K. O.	36
Lemco Products, Inc.	124 and 135
Lincoln Engineering Co.	*
Link, H. C.	7
Lion Oil Company	23
Longdon, J. S.	124, 136
Lovelady, J. W.	109
Lutz, W. O.	102
Lynn & Hemphill	102
Lyon, W. L.	*

L

MacPhail Co.	*
Manley Valve Corp.	*
Marquette Mfg. Co.	40
Maupin, Frank E.	21
McClintock Sales Co.	84, 125
McCord Corporation	126
McDermott and Tighe	124, 135
McDonald & McPherson Co.	109
McQuay-Norris Mfg.	90 and 91
Meggins-Austin Co.	109
Mercer & Son, C. L.	108
Miller Mfg. Co.	133
Monkey Grip Sales Co.	121
Moog Industries Inc.	9
Moraine Products Division	14
Morley, Chas.	121
Mosher, W. A.	109
Motor Parts Warehouse	107

M

National Machine Works	110
Nelson Specialty Corp.	126
North American Electric Lamp Co.	*
Nowlin, Frank	*
O'Donnell, J. P.	*
Oakite Products, Inc.	41
Ottmer-Scribner Sales Co.	*
Owonton Tool Co.	103
Owen, J. C.	117

P

P & D Mfg. Co.	128
Perfect Circle Corp.	Front Cover
Perfect Equip. Co.	109
Perfection Gear Co.	7
Permatex Co., Inc.	1
Perry Co., Tom S.	137
Perryman, J. R.	*

INDEX

Peterson Welding Laboratories, Inc.	8
Petroleum Solvents Corp.	*
Planet Metal Products Corp.	101
Polansky, Max	*
Pontiac Motor Division	38
Poynter, L. A.	37
Price Battery Corp.	*
Pyroll Co.	100
Q	
Quick-Charge, Inc.	122
R	
Rager Co., R. L.	*
Rajah Company	130
Ramsey Corp.	Fourth Cover
Rankin, J. W.	111, 113
Raskin, David	126
Reeves, Bert	124, 135
Richlite Mfg. Co.	125
Rinsched-Mason Co.	37
RiteSet Mfg. Co.	108
Ritter, Reed	36
Roberts, Geo. H.	*
Rochester Products Division	28
Rogers, Buddy	124, 135
Rogers, H. N.	*
Rowan, P. W.	*
Russell, H. E.	108
Russell, Ralph E.	132
Rust Master Chemical Corp.	77
S	
Safety Equip. Co.	*
Saunders Co.	*
Sealed Power Corp.	42
Sears & Rogers	*
Sexton C. F.	134
Shiplett, F. P.	*
Shipp-Payne	77, 110
Shurhit Products, Inc.	*
Sierk, Herbert	134
Signal-Stat Corporation	*
Simpson, L. H.	*
Silbker, Dirk H.	*
Sorensen Mfg. Co., Inc., P.	124
Southern Friction Materials Co.	129
Southern Sales Co.	111, 124, 126, 135
Sparkler Mfg. Co.	97
Sparks-Withington Co.	123
Sproul, Matt	*
Standard Motor Products	85
Stephenson, Jr., W. C.	*
Studebaker Corp.	73
Styron & Assoc., Art	*
Sun Electric Corp.	6
Tate, J. R.	108
Tatum, C. C.	108
Taylor Bros.	81
Texas Company	44
Thermoid Co.	112
Timken Roller Bearing Co.	35
Tincher Prod. Co.	*
Treasury Dept.	*
Trico Products	18
Tung-Sol Electric, Inc.	96
Turk Company, William	130
Turner Mfg. Co.	130
Tuthill, H. I.	132
Tuthill Spring Co.	*
Tuttle Co., L. D.	88, 94, 133
U	
United Motors Service	75
United States Treasury	*
V	
V. M. C. Products, Inc.	99
Vaughn, B. M.	129
Vogel, Walter F.	111
W	
Wadsworth, Jr., F. L.	*
Wagner Electric Corp.	2
Walker, A. J.	21
Wallace, Stanley K.	125
Ware, E. F.	11
Watkins, J. C.	*
Ways, A. A.	7, 133
Weaver Manufacturing Co.	*
Wilcutts, H. D.	11
Williams, Frank H.	*
Williams, F. L.	84, 89, 113, 121
Williams, N. A.	109
Williams, W. T.	130
Williams & Co., J. H.	20
Wilson, L. A.	134
Wilson-Bridges	*
Winona Tool Mfg. Co.	118
Wixon, Earl M.	*
Wixon, Ronald H.	*
Z	
Zack, Peter J.	108

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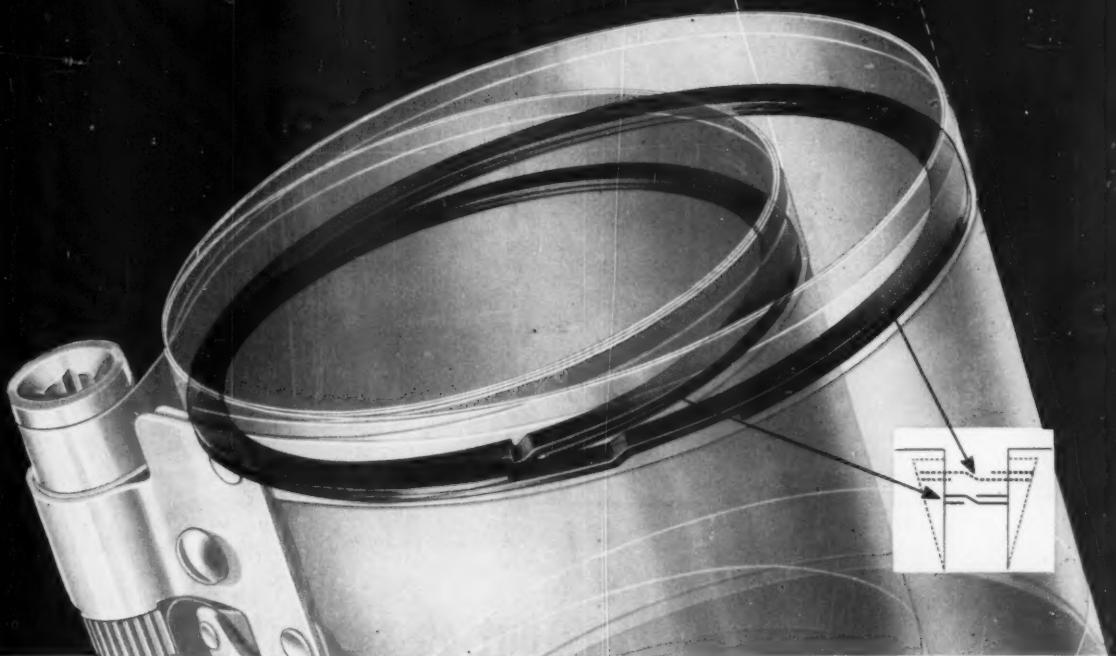
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